

*Leading Publication
In the World of
Offset-Letterpress Printing*

The Inland 1955 Printer

CRAFTSMEN'S
JULY CONVENTION
ISSUE



Progressive Litho's New Plant Tops

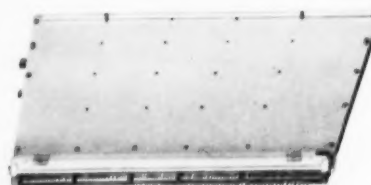
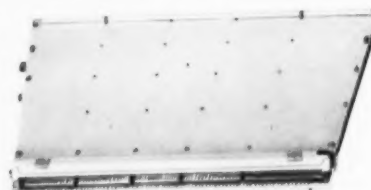
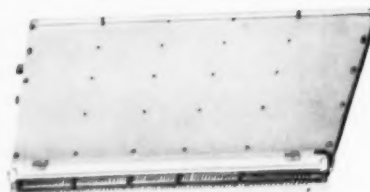
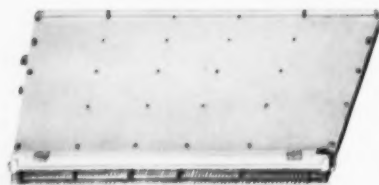
J. L. Frazier's Modern Type Display

Craftsmen to Meet in Cincinnati Aug. 7

IP's 1955 Album of Craftsmen Presidents



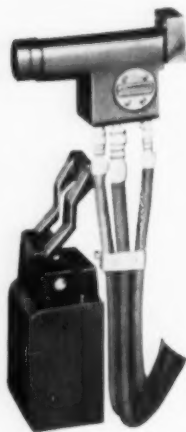
How fast can you shift magazines?



Linotype's One-Turn Shift is faster, smoother and simpler than any other method of magazine shifting — requires only *two seconds* by actual test. Channel entrance remains fixed, and there's no watching, no waiting, no jamming, no motor to maintain.

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There's a Linotype for every need. Let your Linotype Production Engineer help you decide which machine is best for you.

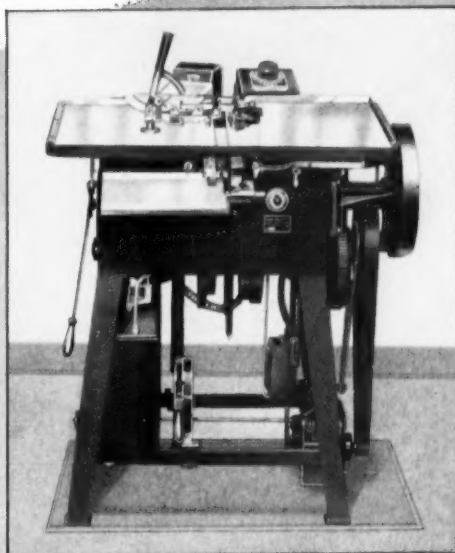
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**DAY
&
NIGHT**

JULY 1955
Vol. 135 No. 4

The Inland Printer



THE LEADING PUBLICATION IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

LETTERS TO THE EDITOR

Graphic Arts Exhibit Deteriorating

Editor, *The Inland Printer*:

Recently I had the occasion to visit the Chicago Museum of Science and Industry. Fifteen years ago I made my first visit to the Museum, and at that time the Graphic Arts section was an up-to-date, interesting show-place. Now the section appears to be practically abandoned. The equipment has never been replaced with more modern equipment; the newspaper unit is not in operable condition. And worst of all, the pictorial presentation of the place of graphic arts and advertising in the world scene today lags greatly behind other sections such as Telephone, Television, Woods, Farm Section, Medical Science, etc.

I think we ought to enlist the aid of your great magazine in the graphic arts industry, and in a series of articles based on the personal observation of you or one of your staff members, get a financial movement going among the many graphic arts and advertising associations in the Chicago area to remake the graphic arts section in the Museum.

—Israel Bensman, Central High School, Sheboygan, Wisconsin

Quotation Forms Wanted

Editor, *The Inland Printer*:

Your magazine is priceless!

Month after month I have been confirming this view. A good many tips, ideas and designs have helped many printers besides myself. I have been looking forward to seeing designs of estimate or quotation forms

(Turn to page 6)

LEADING ARTICLES

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Front Cover design by LeRoy Barfuss, Rochester, New York

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Manuscripts

The *Inland Printer* will accord manuscripts, photographs, drawings, etc., courteous attention and normal care, but cannot be held responsible for unsolicited contributions. Contributors should keep duplicate copies of all material sent in. Address all contributions to *The Inland Printer*, 309 West Jackson Boulevard, Chicago 6, Illinois.

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ENTERED AS SECOND-CLASS MATTER, June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3, 1879. Additional second-class entry at Long Prairie, Minn.



Associated Business Papers



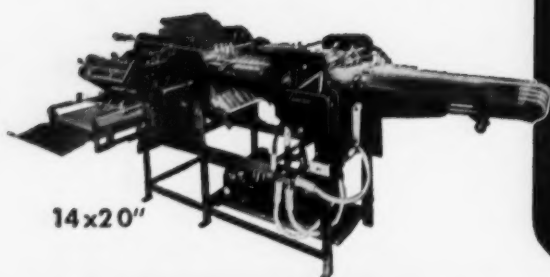
Magazine Publishers Assn.

Audit Bureau of Circulations





There's a Cleveland for



14x20"

Cleveland Model, "WW" Folder

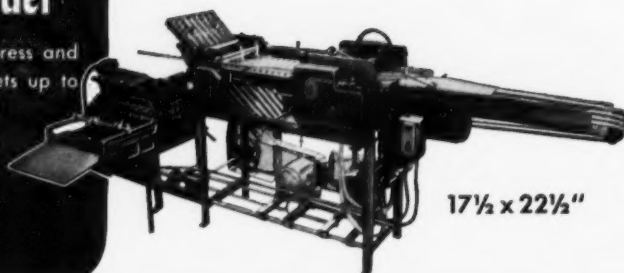
With Continuous Suction or Friction Feeder

Handles letters, circulars and folders. Makes one fold, two parallel folds or a combination of parallel and right angle folds. Automatically feeds and folds sheets as large as 14 x 20" and as small as 3 x 4". Two fold plates in parallel section followed by three in right angle section. Rubber rolls optional.

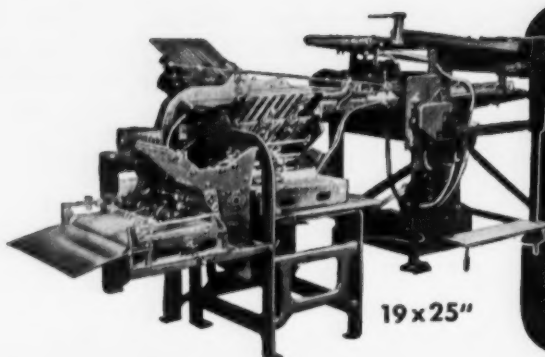
Can be equipped with small signature attachment for folding package inserts and "miniature folds", down to 3/4"

Cleveland Model "AT" Folder

Efficiently handles the product of 17 1/2 x 22 1/2" letterpress and offset presses. Folds accurately, at high speeds, sheets up to 18 x 24" in wide variety of impositions. Four fold plates in parallel and four in the right angle section provide for flexibility of product. Adjustment is simple, construction sturdy. Small signature attachment available for folds as small as 3/4" width.



17 1/2 x 22 1/2"



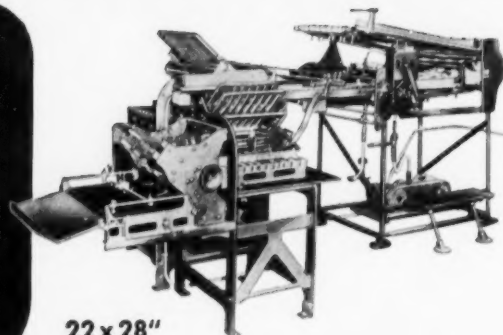
19x25"

Cleveland Model "OS" Folder

Ideal for the small and medium sized job printing plants. Handles maximum sheet size of 19 x 25" and minimum of 4 x 6". Three folding sections of parallel and right angle folds. Folds 16 page signatures in three right angles in page sizes from 6 1/4 x 9 1/4" maximum to 2 1/2 x 3" minimum.

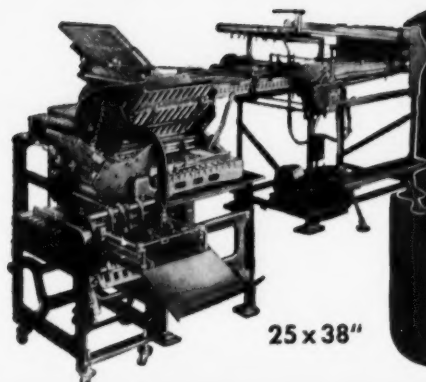
Cleveland Model "OO" Folder

Popular model for the medium sized popular printer or lithographer. In its size range are included all folding combinations of parallel and right angle folds. The model "OO" handles sheets for parallel folds up to 22 x 34" and right angle folds up to 22 x 28" with a minimum sheet size down to 4 x 6".



22x28"

every folding requirement..!



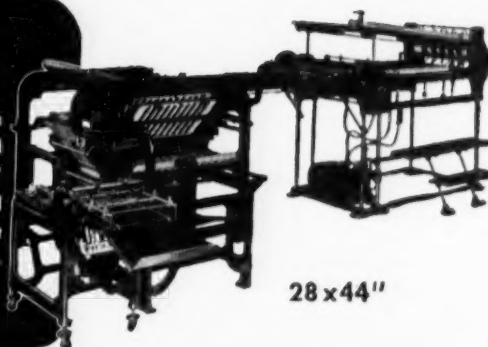
25 x 38"

Cleveland Model "MS" Folder

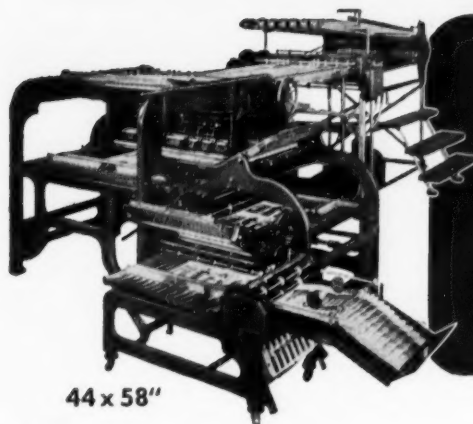
Serves medium sized printing plants with volume work where trade binderies are not readily available. Maximum sheet size 25 x 38" for both right angle and parallel folding and for work and turn up to 38 x 50". Its range includes all types of folds on 25 x 38" sheet including gang work and right angle multiple signatures. Uses minimum of floor space and its versatility gives it an unusually high earning power.

Cleveland Model "MM" Folder

This model Cleveland can make one to four parallel folds in sheet sizes from a maximum of 28 x 58" down to 5 x 7" and one to four right angle folds from a maximum of 28 x 44" down to 8 x 8" plus all practical combinations of parallel and right angles folds. It can also handle gang work and right angle multiple signatures. Profitable for printers and lithographers as well as binders.



28 x 44"



44 x 58"

Cleveland Model "KK" Folder

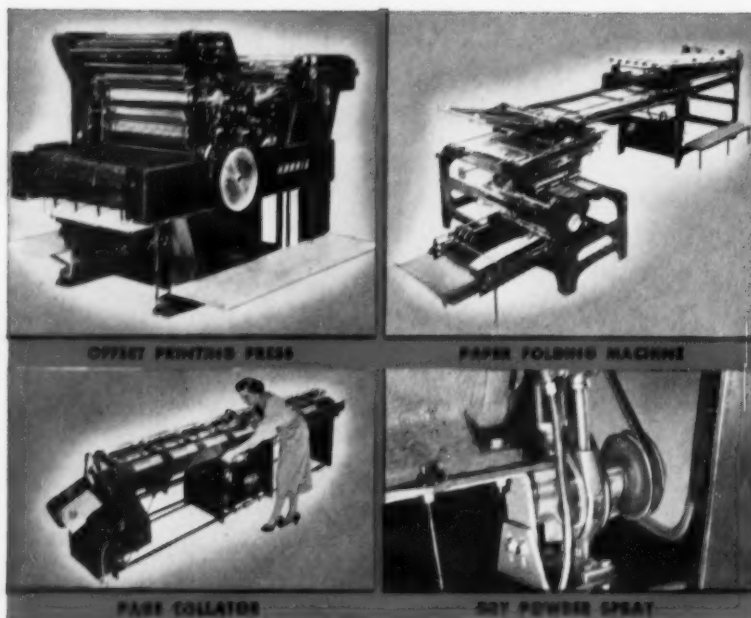
Can handle sheets up to 44 x 64" in the parallel sections and 44 x 58" in the right angle with a minimum of 12 x 16". The KK will make one to four parallel or right angle folds plus all practical combinations of parallel and right angle folds within its range. A map folding attachment is available.

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- COMPRESSORS
TO 30 P.S.I.
- VACUUM PUMPS
TO 28 IN.

LETTERS TO THE EDITOR

(Letters to the Editor began on page 3)

which are impressive. If it is not possible to publish them in the near issues, I would be grateful if you could send me specimens.

—J. J. Gubbay, Rishon Printing Works, Bombay, India

Rare Publications Available

Editor, *The Inland Printer*:

I have some old (unbound) issues of *The Inland Printer* dating back into 1913.

I have one copy each of "The Graphic Arts & Crafts" Yearbooks for years 1907, 1908, and 1909, and the 1911-12 and 1913-14 issues.

One copy of "Achievement in Photo Engraving and Letterpress Printing" issued in 1927.

One copy of "The Strathmore Quality Book Papers" Vol. 1, printed in 1906; and other old books relating to printing, etc.

I am getting along in years, and no one here seems interested in these old books. Do you think anyone connected with the trade would want to buy them? It seems a shame to throw them away, or destroy them—which will happen when I pass on, if they remain here.

—Ward R. Hyde, Hyde Brothers, Marietta, Ohio

Need Back IP Volumes?

Editor, *The Inland Printer*:

I have a large number of bound volumes of *The Inland Printer*, beginning with Volume I, Number 1. All are in excellent condition, and I am wondering if you might direct me to someone who would be interested in purchasing them. I also have a large number of unbound copies in fair condition.

—Clinton C. Potts, Eureka Printing and Stationery Co., Eureka, Illinois

Next Month

Because of extra space devoted to the upcoming convention of the International Association of Printing House Craftsmen in Cincinnati, August 7-10, some features and some departments have through necessity been held out of this issue. Number four in the series by Olive Ottaway and number three in the series by Victor Strauss, scheduled for July, will appear next month as will number 11 in the series on basic design by G. H. Petty. Proofroom, Books for the Printer, Salesmen's Clinic and Graphic Arts in Washington will also reappear in the August issue.

Part two of J. L. Frazier's new series on "Modern Type Display," which begins this month on page 50, is also scheduled for the August issue. Look for other major features on off-set lithography, printing sales and management subjects as well as the regular departments which appear this month.

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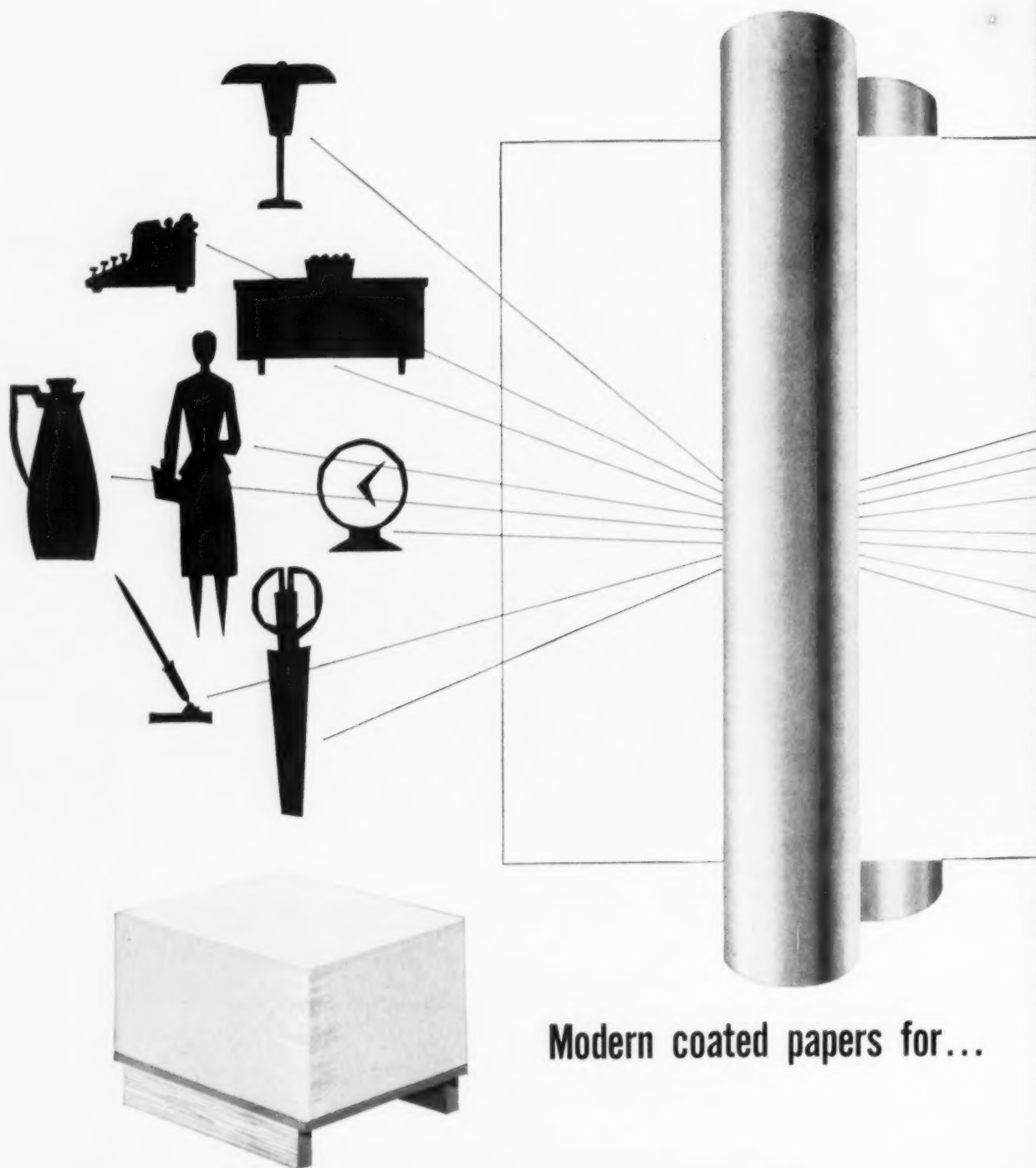
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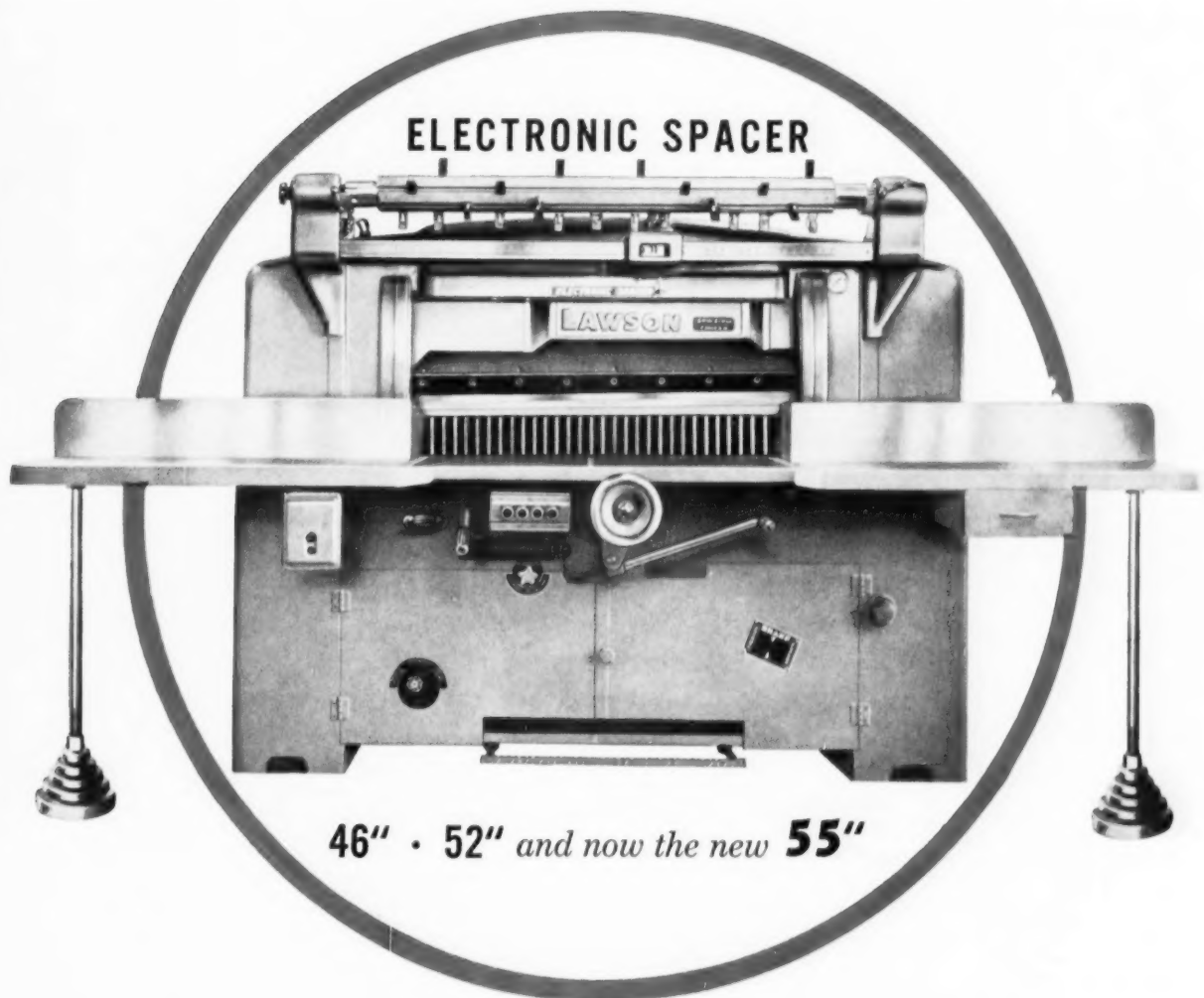
LAWSON engineering pioneered as standard equipment such advances as cushion hydraulic clamping, tiptoe hydraulic treadle, 5" clamp, gears operating in a sealed bath of oil, and other improvements making for speed and accuracy of

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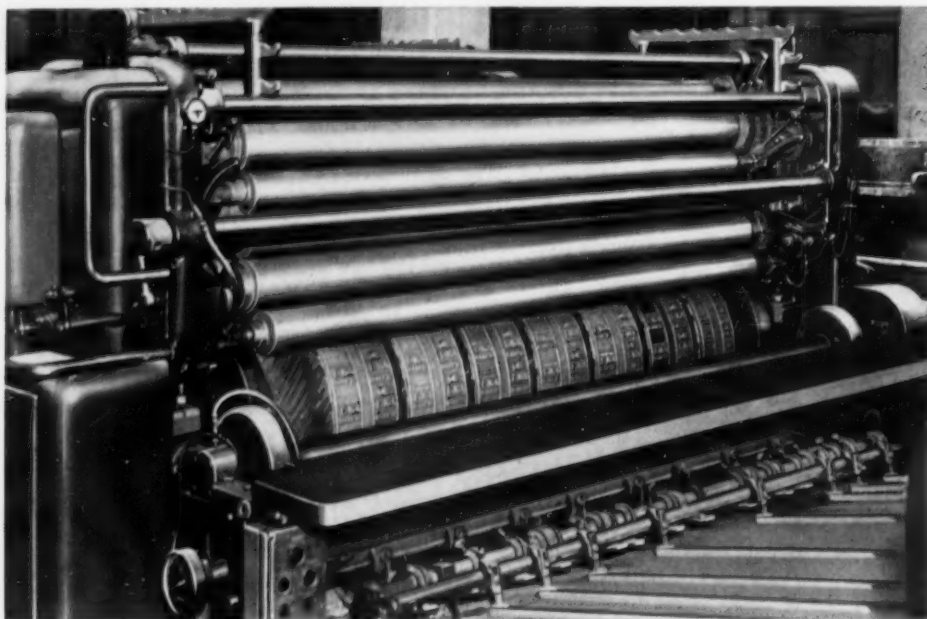
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Remember, Daycos have that "just *right*" touch for printing that *sells* at greater profit for you. Mail the coupon below for all the quality-printing, money-saving facts today!



Now for a competitive sales advantage add these two Dayco Products

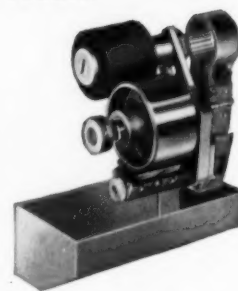


The Dayco Fountain Divider

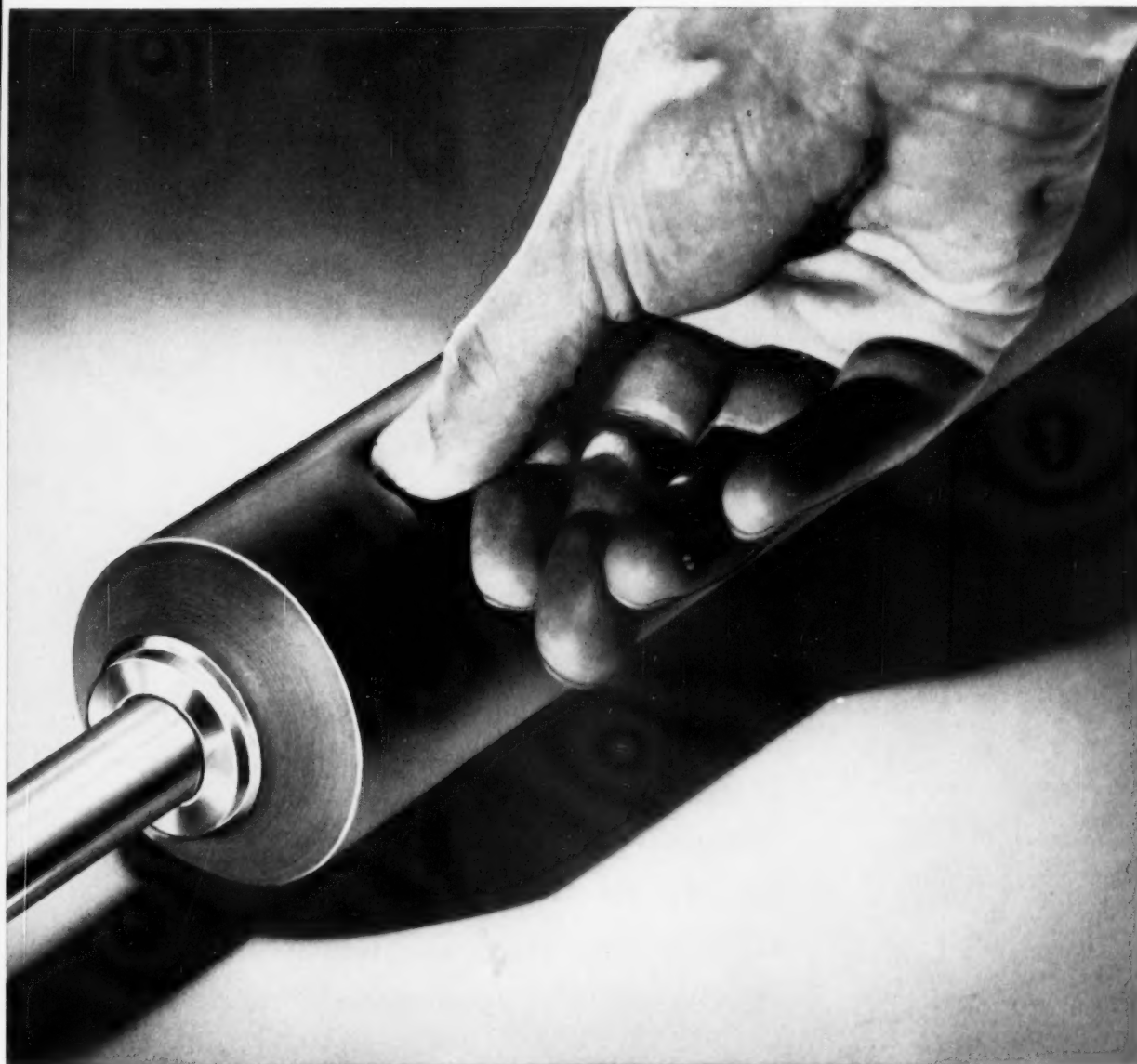
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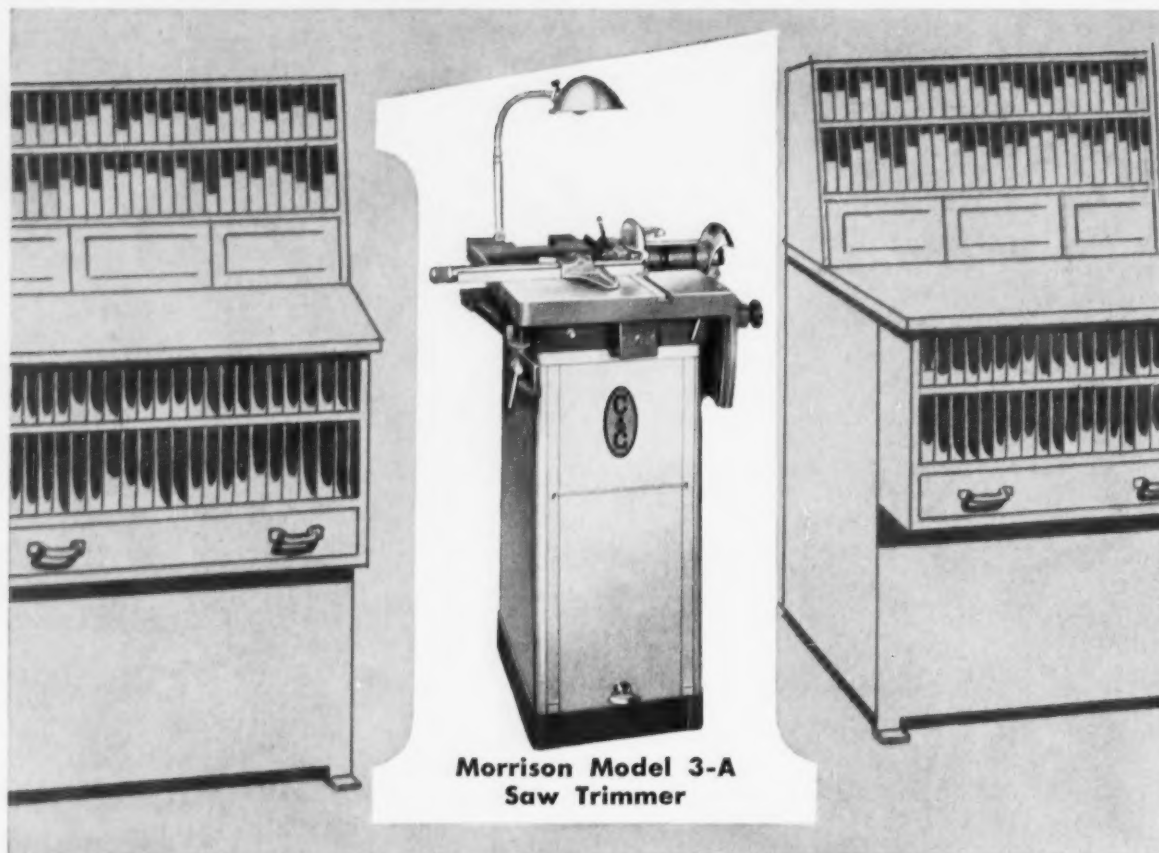
3 **USER LIKES DURABILITY**—"Our reference material not only has to have lasting quality, but must also stay attractive and readable," says Irving Brown, Proprietor, Darien Provision Co., Darien, Conn. "We've learned by experience that Hollingsworth Index gives us long life and lasting good looks."

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Horwitz Brothers
The Alling & Cory Co.
Baldwin Paper Co., Inc.
Barclay Paper Co., Inc.
Crown Paper Co.
M. M. Elish & Co., Inc.
Linde-Lathrop Paper Co., Inc.
Uptown Paper & Envelope Corp.
The Alling & Cory Co.
The Genesee Valley Paper Co., Inc. |
| OHIO
Akron
Cincinnati
Cleveland
Columbus
Toledo | Millcraft Paper Co.
Merchants Paper Co., Inc.
Millcraft Paper Co.
Sterling Paper Co.
Millcraft Paper Co. |
| PENNSYLVANIA
Harrisburg
Philadelphia
Philadelphia
Philadelphia
Pittsburgh
Scranton | The Alling & Cory Co.
W. B. Kilbaur & Sons
Rhodes Paper Co.
Schwartz & Co.
The Alling & Cory Co.
Elm Paper Co. |
| RHODE ISLAND
Pawtucket
Providence
Providence | Industrial Paper & Cardage Co.
Carter, Rice & Co., Corp.
Providence Paper Co. |
| TEXAS
Houston
San Antonio | Moore Paper Co.
Shiner-Sien Paper Co. |
| VERMONT
Burlington | Vermont Paper Co., Inc. |
| WISCONSIN
Milwaukee
Milwaukee | Sensenbrenner Paper Co.
Wisconsin Paper & Products Co. |



**Morrison Model 3-A
Saw Trimmer**

ONE Morrison Saw Trimmer to EVERY TWO Make-Up Tables . . .

***... The Nation-wide
Standard of
Composing Room Economy***

.....

MORRISON MODEL 3-A SAW TRIMMER

Accepted standard in most composing rooms — versatile, fast and accurate. Features include: "Behind the Gauge" workholder, 73-pica gauge, 135-pica extension gauge, miter and line-up gauge, right and left hand miter vise, saw grinder, trimmer grinder, and others.

Leading newspapers and printers in New York, Buffalo, Chicago, Milwaukee, — across the nation — are changing "walking time" to "working time" in their composing rooms with Morrison Saw Trimmers . . . Adding a new Morrison Saw Trimmer every time they add make-up tables. They save wasted steps, time, and money by bringing trimming within a step or two of composition. More than that, they've proved that a Morrison is faster, more accurate, easier to use, safer — and more economical to operate.

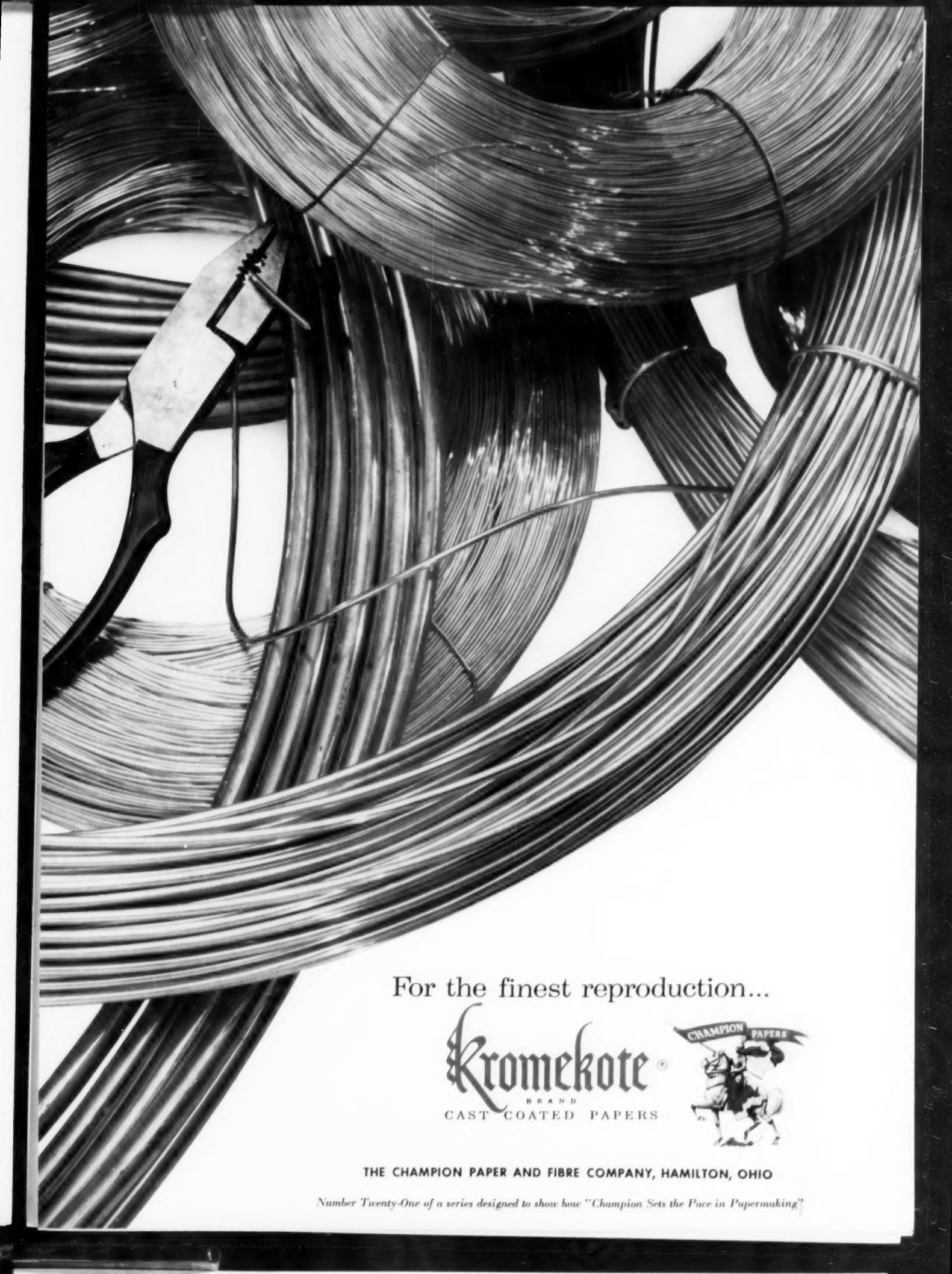
Write for catalog on ALL Morrison Saw Trimmers — as well as Morrison Slug Stripper, Plate Beveler, Router and Type High Planer, Strip Material Cabinets, Waste Receptacles, Universal Saw Blades, Router Bits, and Jigsaw Blades.

Symbol of Operating Economy

THE Morrison COMPANY

PRECISION MACHINES FOR THE GRAPHIC ARTS INDUSTRY

125 W. Melvina Street, Milwaukee 12, Wisconsin



For the finest reproduction...

Kromekote[®]
BRAND
CAST COATED PAPERS



THE CHAMPION PAPER AND FIBRE COMPANY, HAMILTON, OHIO

Number Twenty-One of a series designed to show how "Champion Sets the Pace in Papermaking"

Buy and Specify these Papers by Name

COATED BOOK

Satin Proof Enamel
Hingefold Enamel
Refold Enamel
Falcon Enamel
Farmat Enamel
Wedgwood Coated Offset
Templar Coated Offset
All Purpose Litho

CAST COATED PAPER

Kromekote Enamel
Kromekote Label
Kromekote Litho
Kromekote Cover
(Cast Coated 1 Side)
Kromekote Cover
(Cast Coated 2 Sides)
Kromekote Postcard
(Cast Coated 1 Side)
Kromekote Postcard
(Cast Coated 2 Sides)
Kromekote Box Wrap

DRUM FINISHED PAPER

Colorcast Box Wrap
Colorcast Gift Wrap
Colorcast Label

COATED COVER

Hingefold Coated Cover
Refold Offset Cover

DULL COATED BOOK

Dullfold Coated

UNCOATED BOOK

Garamond Antique
Garamond English Finish
Garamond Text (W.M.)
Wedgwood Offset
Pasadena Offset

UNCOATED COVER

Ariel Cover
Cardwain Cover

ENVELOPE PAPER

Colored Wave Envelope
Radiant White Envelope
Foldur Kraft Envelope
Gray Kraft Envelope
Suntan Kraft Envelope
Ne'er Tear Envelope

COATED POST CARD

Campaign Postcard

BRISTOLS

Inventory Index
Canton Postcard

TAG

Tuf-Tear Tag

BOND, MIMEOGRAPH

Ariel Bond
Scriptic Mimeograph

PAPETERIE

Wedgwood Papeterie
Garamond Papeterie
(Embossed and Printed)

PRESSBOARD

Champion Pressboard
Imitation Pressboard

SPECIALS

Cigarette Cup Stock
Food Container Stock
Coffee Bag
Tablet Papers
Drawing Papers
Red Patch Stock
Stencil Board
Pattern Board
End Leaf Paper

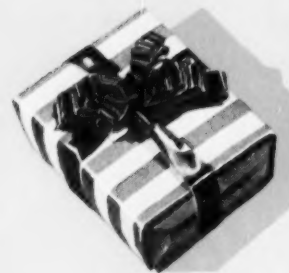
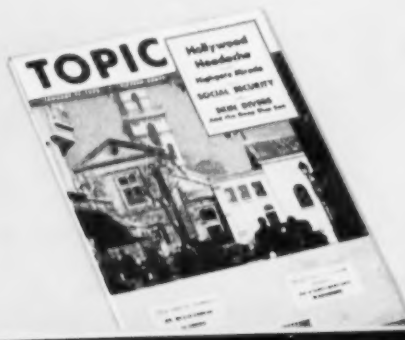
The Champion Paper and Fibre Co.
General Office: Hamilton, Ohio

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . PASADENA, TEXAS

For full information on how this advertisement was produced, write our Advertising Department, Hamilton, Ohio



TRADE-MARK



2 steps to easier typesetting!

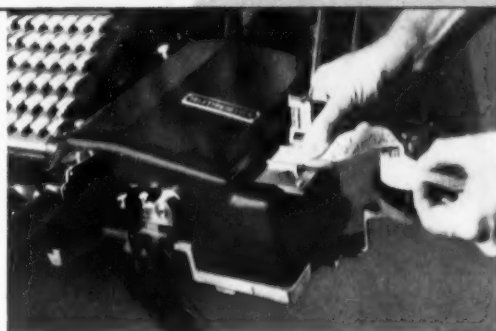
1

Tape is easily punched on a TTS Perforator with a typewriter-like keyboard.



2

Punched tape, feeding through a TTS Operating Unit, produces type automatically!



Teletypesetter equipment for the past twenty-four years has built a reputation as an ingenious economizer, reducing typesetting costs as much as 40%.

Teletypesetter accomplishes this cost reduction by using the successful industrial engineering technique of separating a single complex operation—such as manual composition—into two simpler operations and making one of them completely automatic.

With Teletypesetter you get easier and faster composing by means of a Teletypesetter Perforator. The Perforator has a keyboard similar to a typewriter and its use can be learned easily by anyone who knows the typewriter touch system. In fact, a touch system typist should be able to turn out usable tape in a day or so and after six months' experience should be capable of producing 400 or more 12 pica lines per hour.

When this perforated tape is started through the Teletypesetter Operating Unit (which is attached to a linecasting machine) type is automatically cast at the rate of 400 lines an hour on a standard machine, 600 lines an hour on a high-speed machine. One attendant can monitor at least four

Teletypesetter-equipped linecasting machines. If for some reason you want to set a few lines of type manually on a Teletypesetter-equipped linecasting machine it's easy. Simply turn the control lever to the "off" position and the machine is ready for manual operation.

Teletypesetter reduces many problems encountered in operating a newspaper, such as overtime, operator shortages, and the constant struggle to meet critical deadlines. It also provides better control of production because the tape can be punched at high speed... at any location... at any time... and can be stored for future use, or put to work immediately to set type automatically at high speed.

Space doesn't permit us to tell our full story here. For further information write: Teletypesetter Corporation Dept. IP7, 2752 North Clybourn Avenue, Chicago 14, Illinois

TELETYPESETTER



“Then he really exploded!”

■ When a competitor gets that big printing order it's enough to make you blow your top. But these two facts can help save both temper and order . . .

As you know, paper alone represents one-third of the average printing job cost estimate . . . and *Consolidated Enamel Printing Papers cost less!*

Here's just one example of the savings you make. Consolidated's *Modern Gloss* costs \$25 to \$40 less per ton than other enamel papers of equal quality! No other enamel paper can match it for successful performance. Over 400,000 tons have given outstanding results since Consolidated perfected the modern enamel papermaking method.

Modern Gloss could save you that next order! See a Consolidated merchant now. Only he can offer these savings. Ask him to show you actual printing comparison tests which prove Consolidated Enamel Printing Papers give equal or better quality for less—regardless of coating method. Free trial sheets are yours—no obligation.

Consolidated

enamel
printing
papers

production gloss • modern gloss • flash gloss
productolith • consolith gloss • consolith opaque

CONSOLIDATED WATER POWER & PAPER CO. Sales Offices: • 135 S. La Salle St., Chicago 3, Ill.



American Inks
Chemical Color & Supply Inks
Eagle Inks

famous brands...

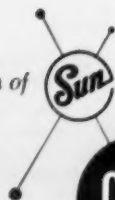
Fuchs & Lang Inks
Kelly Inks
Morrill Inks
Sigmund Ullman Inks

from a single source...

G P I

We are organized for one purpose . . . to better serve the Graphic Arts industry. Now, no matter what your ink problem, you'll find a one-source, one-call answer at G P I. Contact our nearest office—we are in most phone books.

A Division of



Chemical Corporation

GPI

General Printing Ink Company

10th Street and 44th Avenue, Long Island City 1, N. Y.

Chicago
Cincinnati
Clearing, Ill.
Cleveland
E. Rutherford, N. J.
Fort Worth
Kalamazoo
London, Canada
Long Island City
Los Angeles
Milwaukee
Mt. Morris, Ill.
Montreal
North Bergen, N. J.
Norwood, Mass.
Philadelphia
San Francisco
St. Louis
St. Paul
Tacuba, Mexico
Toronto

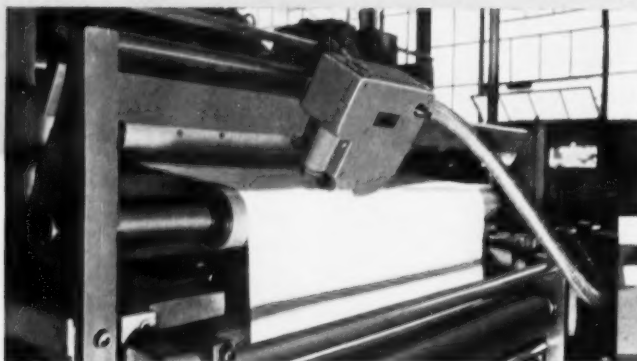
DIVISIONS OF SUN CHEMICAL CORPORATION

HORN • HUDSON • WILLEY (paints, maintenance and construction materials, industrial coatings) • **WARWICK** (textile and industrial chemicals) • **WARWICK WAX** (refiners of specialty waxes) • **RUTHERFORD** (lithographic equipment) • **SUN SUPPLY** (lithographic supplies) • **GENERAL PRINTING INK** (Sigmund Ullman • Fuchs & Lang • Eagle • American • Kelly • Chemical Color & Supply Inks) • **MORRILL** (news inks) • and **ELECTRO-TECHNICAL PRODUCTS** (coatings and plastics)

designed for
your
press protection

the new Champlain photoelectric REGISTRON

gives positive, accurate web registration
from one central control point



The web scanner monitors the web, predicts an off-register condition before the cylinder is reached.

Developed, perfected and manufactured by one of the oldest, most reliable builders of rotary presses and auxiliary equipment, the Champlain REGISTRON assures constant printing accuracy with minimum handling. Not only printing but cutting and blanking operations too can be kept in perfect register—protecting you against unnecessary stock losses—providing unerring electronic supervision regardless of web speed. And this pinpoint control can be achieved from a single central point with a minimum of adjustments.

Master control panel, super-sensitive web scanner, cylinder phase detector, and individual control unit—all are compactly and sturdily constructed for maximum operating life, greatest money saving efficiency, and simplest maintenance requirements.

As the only manufacturer of presses currently producing a registering "eye", Champlain offers years of experience in solving your specialized problems, in helping you turn out the high quality production your customers demand. To other outstanding Champlain advantages add to your production line these benefits of the REGISTRON:

- no clear web track or printed register mark needed — no edge waste or side trim.
- independence of web speed of photoelectric phase detector (Champlain patented).
- no limit to number of press units centrally controlled from convenient location.
- advance phasing at standstill possible — no loss of misregistered stock.
- independence of color variation in the copy — a Champlain exclusive.



Remote master control panel at delivery end of a Champlain 8-color, 36" rotogravure press. All registration is controlled from this point.



Champlain & C

Champlain manufactures a complete line of rotogravure, flexographic, rotary letterpress and allied equipment for packaging and specialty printing.

Champlain's Electronics Department is staffed with able and experienced engineers—men thoroughly familiar with the development and application of special electronic equipment in printing and packaging operations. Look to Champlain for engineering planning assistance, for all press requirements, and for such auxiliary equipment as sheeters, cutters—creasers, dryers, special fabricating machinery and electronic controls.

Write today for catalog of Champlain press equipment and full information on the new Champlain photoelectric Registron. Champlain Company, Inc., 88 Llewellyn Ave., Bloomfield, N. J. Chicago office: 520 N. Michigan Ave., Chicago 11, Ill.



LASTS LONGER

for frequent
handling ...

or for long-lived
records, the jobs
you print on

Fox River cotton papers
will look better ...

l-o-n-g-e-r!

FOX RIVER COTTON **PAPERS**

Appleton, Wisconsin

...Among the Most

the majority
have
Cline-DRIVES!

FROM 58 CORNERS OF THE U. S. A. . . .

24 Hour service!

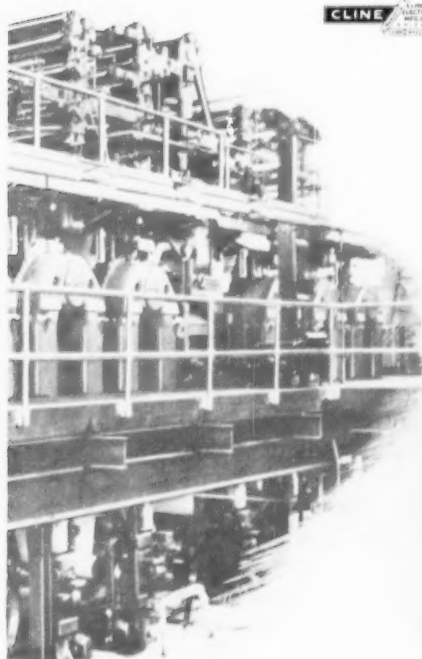
No matter where there may be a service call, there's a Cline Westinghouse service man close by. 58 convenient service stations are located strategically over the USA . . . everyone with a telephone on a 24 hour alert.

Important Newspapers

Last year, as for 40 years, more
Cline-Westinghouse Drives and Controls
have been installed by leading newspapers
... than all of competition put together!

Throughout the Americas, this is acknowledgment
that Cline builds only the best.

Each month's new orders say unmistakably,
"more important newspapers want the best!"



CLINE SYSTEM

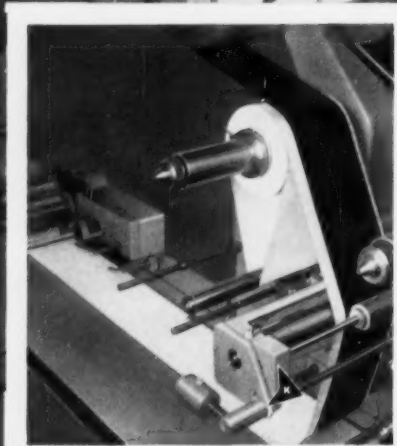


Cline Westinghouse
Drives and Controls

CLINE ELECTRIC MANUFACTURING COMPANY
3405 West 47th Street, Chicago 32, Illinois
Los Angeles 17, California • New York 17, New York

**"A COLLATOR
IS NO BETTER
THAN ITS
CONTROL"**

Hamilton Collators' invariable accuracy and sustained top speed of the trade, 225 ft. per minute, spring from Hamilton's three primary control points: paper-carbon integrated web, automatic web feed control, and full length pin band.



FOLLOW THIS SERIES

Learn the reasons for the outstanding performance of Hamilton Collators

Remember, it is the series of advertisements featuring Hamilton Collators "Points of Control"

PAPER-CARBON INTEGRATED WEB

On Hamilton Collators the carbon is glued to the paper web at its unwind point so that carbon and paper are fed to the pin-band together as *one integral paper-carbon web*.

Glue is applied by wheel "W" to paper edge along double glue line "G", and meets the carbon web at point "T" to effect a cemented paper-carbon web for integrated feeding to the pin-band at point "K". Thus, with the carbon strip promptly reinforced by paper, feeding carbon to a Hamilton Collator is virtually without problems.

WHAT THE HAMILTON SYSTEM OF FEEDING INTEGRATED PAPER-CARBON WEBS FOR COLLATING MEANS TO YOU!

- 1** Webbing and set-up time are minimized by the simplicity of Hamilton's method of combining, registering, and feeding the integrated paper-carbon web.
- 2** The individual, sensitive, hand-adjusted brakes on

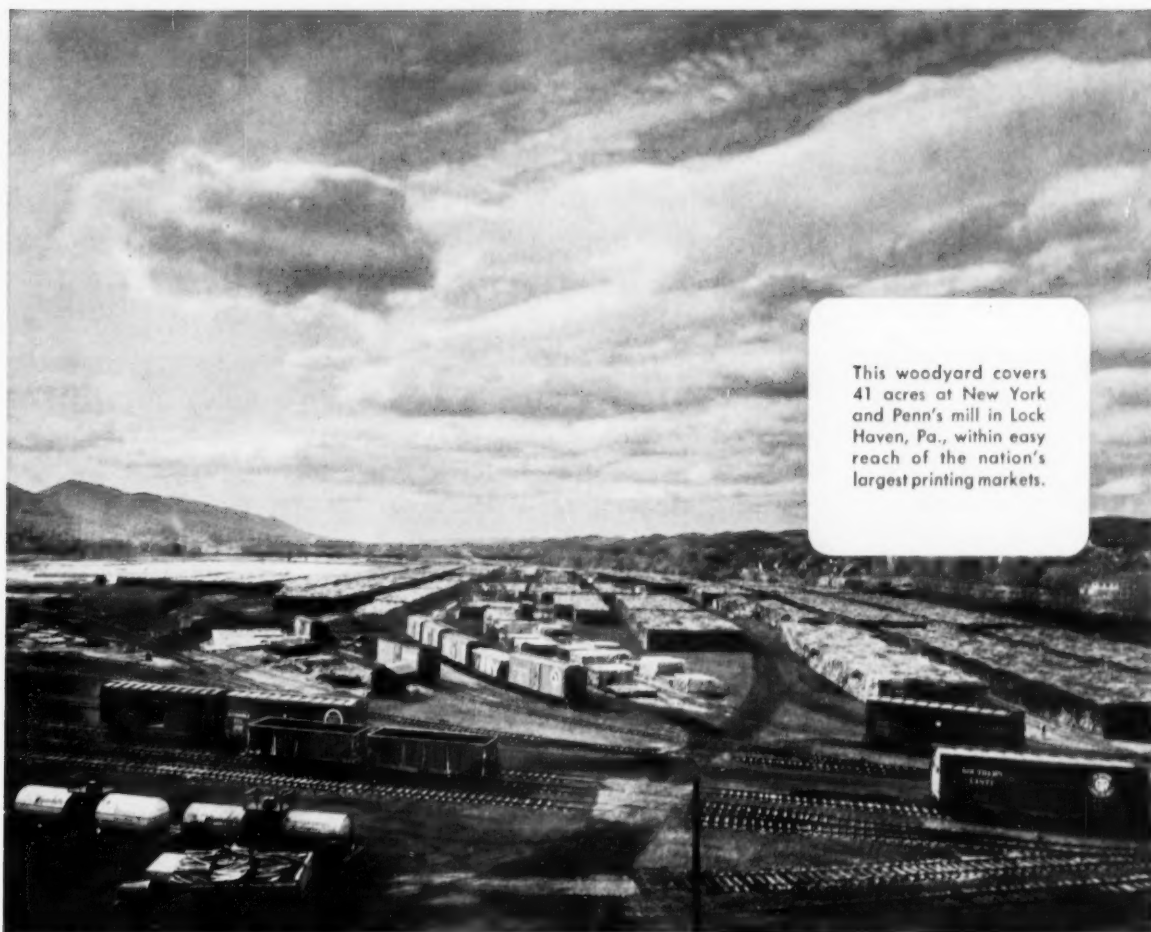
the paper roll and carbon roll shafts are capable of being set when the rolls are mounted, so that a bare minimum of brake adjustment is required during the depletion of the rolls. **3** The entire carbon, paper, and paper-carbon webs are "in the open" and conspicuously visible to the operator from rolls, through the gluing process, to the point of entry onto the pin-band. **4** The margin of paper beyond the edge of the carbon (or vice versa) can at all times be checked visually during operation; particularly important in double-stub work. **5** The glue lines are conveniently visible to the operator for checking the operation of the gluing mechanism. **6** Spacing of glue lines can be varied within relatively wide limits, instantaneously, and without removal of parts. **7** The unique Hamilton glue pot insures superior control of glue application, reliably permitting the application of heavy to extremely light and fine lines of glue. **8** Hamilton gluing mechanisms are power-driven, not relying on frictional contact with paper.

Write for descriptive literature.



The **HAMILTON** TOOL COMPANY
900 HANOVER ST., HAMILTON, OHIO

**LEADERSHIP THROUGH
PIONEER RESEARCH**



This woodyard covers 41 acres at New York and Penn's mill in Lock Haven, Pa., within easy reach of the nation's largest printing markets.

GREAT PAPERS FROM LITTLE ACORNS GROW

Oak is just one of the woods that New York and Penn farms for its harvest of fine papers. And because New York and Penn produces 80% of its own pulp you can be sure that their natural resource larder is never empty. Tomorrow's paper crop is already growing in scientifically-managed New York and Penn woodlands and on the lands of nearby independent tree farmers.

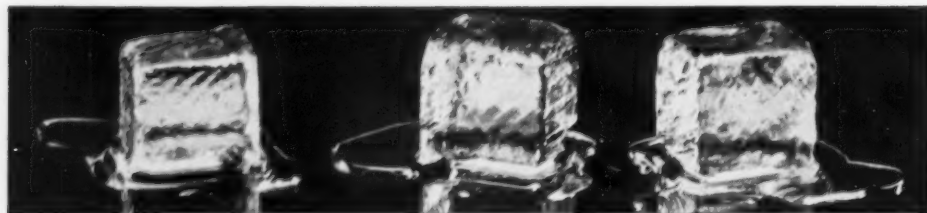
Small-mill flexibility combined with big-mill efficiency and savings are all part of New York and Penn's scientific management that extends all the way from seedling to finished paper. This attention to detail at every step of the way is reflected, too, in New York

and Penn's ability to satisfy (with savings) not only the needs of some of the nation's leading magazines, paper merchants and printers, but the equally special and exact needs of smaller users, too.

Magazine papers? Book papers? Offset papers? . . . yes, all these and others benefit from N. Y. and Penn's 65 years of paper-making experience. You, too, can profit—materially—from this experience. If you have a special paper or cost problem, it will pay you to get the whole N. Y. and Penn story—today. Ask your merchant. Or phone MURRAY Hill 6-6090. New York & Pennsylvania Co., 230 Park Ave., New York 17.

New York and Penn
Pulp and Paper Manufacturers

Super • English Finish • Eggshell • English Finish Litho • Offset • Music • Bond • Tablet • Duplicator • Mimeograph • Drawing • Imitation Press Board • and other specialty grades



"3 Cubes in the Fountain"



"3M" Beats Heat and Humidity in the Plate!

"When the pressroom temperature gets up into the 90's... an old trick that helps is to put two or three ice cubes in the fountain" — L.T.F. Research Progress Report #31.

If you've ever resorted to makeshift fountain coolers when temperature and humidity hit the 90's, you need "3M" Photo Offset Plates. Made of grainless aluminum, "3M" Plates are not affected by heat and humidity. The old troubles of oxidation, toning and scumming are worries of the past. Humid weather or not, exposure

and development time and quality remain constant. Because "3M" Plates are pre-sensitized, they can go from package to press in a few minutes without any special equipment.

SEE A "NAKED TRUTH" TEST IN YOUR PLANT

A revealing, proof-positive demonstration of "3M" Brand Photo Offset Plates' superiority over conventional surface-coated plates can be arranged without cost or obligation. See for yourself the "Naked Truth"... mail the coupon below TODAY.



MINNESOTA MINING & MFG. CO., DEPT. IP-75, ST. PAUL 6, MINN.

Please arrange for a "Naked Truth" test in my shop without cost or obligation.

"Humid or Hot—They Hold the Dot"

3M Photo Offset Plates

BRAND
World's Largest-Selling Sensitized Aluminum Photo Offset Plates

We have a _____ press. Position _____
Name _____ Company _____
Address _____ City _____ State _____



The term "3M" is a registered trademark of Minnesota Mining & Mfg. Co., St. Paul 6, Minnesota. General Export, 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ontario.

*365-day
salesman*

The advertising calendar works a seven-day week—in homes, in offices, wherever sales can be cultivated. Your company's calendar is a friend-maker and a daily reminder of your products or services. Oxford provides a variety of fine papers particularly suited to the colorful reproduction essential for calendars that help build sales. Ask your Oxford Merchant to show you successful examples.

TWO VALUABLE AIDS. (1) *The new OXFORD SELECTOR CHART is a time-saving master guide to the right grade for each purpose.* (2) *The new OXFORD PAPER COST CALCULATOR gives the exact cost per 1000 sheets for all common weights and sizes. Ask your nearby Oxford Merchant or write us direct.*



Oxford Papers
Help Build Sales



OXFORD PAPER COMPANY, 230 Park Avenue, New York 17, N. Y.
OXFORD MIAMI PAPER COMPANY, 35 East Wacker Drive, Chicago 1, Ill.
MILLS AT RUMFORD, MAINE, AND WEST CARROLLTON, OHIO



Take 60 Seconds and Compare

Economical Manifest Bond with Any Other Economy Sulphite

☉ Take ten seconds for texture — note the smooth *printable* surface . . . the quality feel.

☉ Take ten seconds for color — note the *brighter* blue white of Manifest Bond . . . the shade that looks *whiter*, cleaner under natural or artificial light.

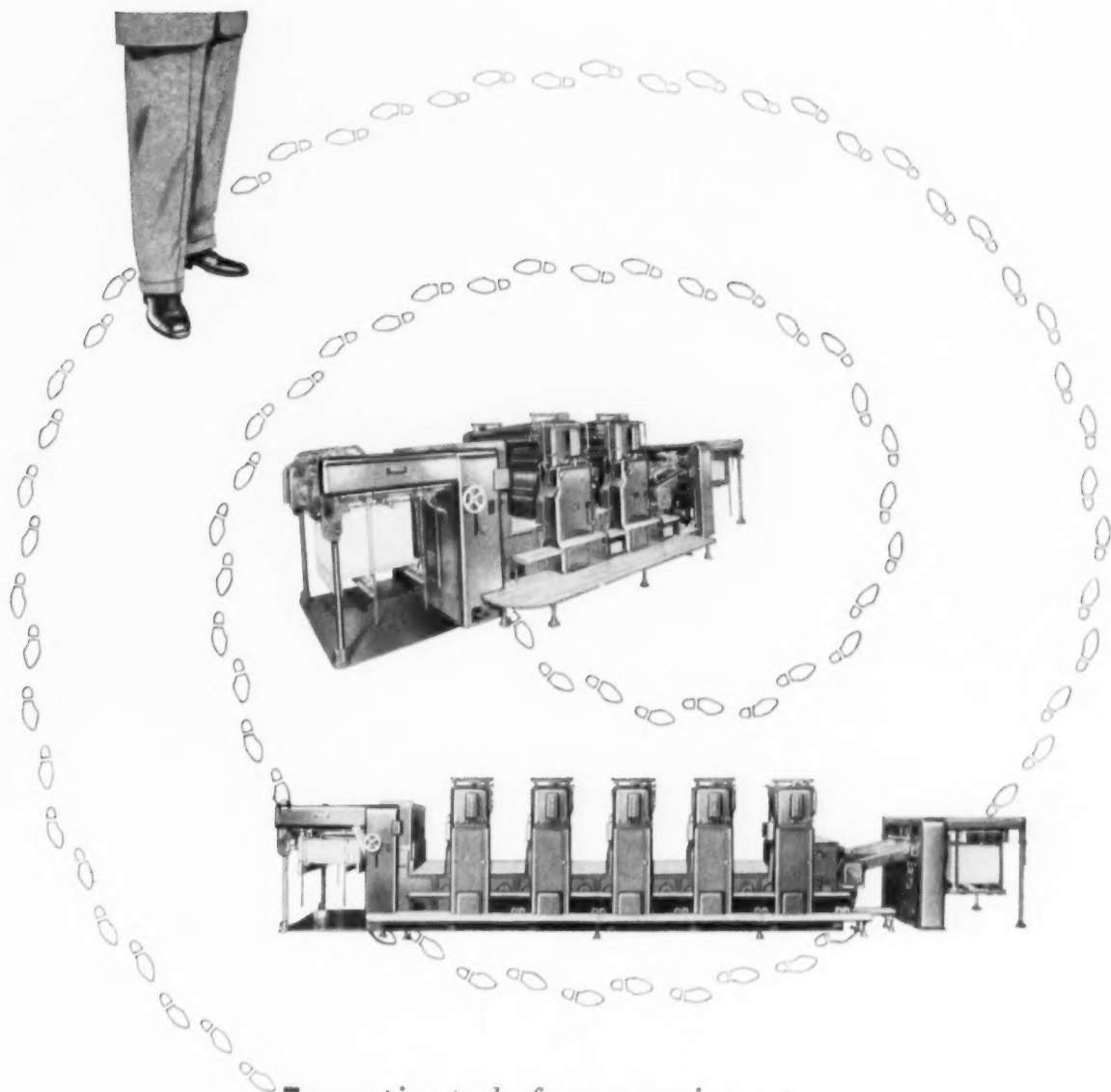
☉ Take ten seconds for strength — note that Manifest Bond is a much *stronger* sheet than most economy sulphites.

● Take *thirty* seconds for performance — look over the printed Manifest Bond samples any Eastern merchant will be glad to show you. Note how the specially sized surface, dimensional stability and micromatic trimming result in square-cornered sheets that take ink evenly . . . feed smoothly . . . look like a *lot* more than they cost.

*If you want to save money . . . and still
do a quality job*

use ^{EASTERN} **Manifest Bond**

MADE BY EASTERN CORPORATION, BANGOR, MAINE



Investigate before you invest

Miehle Unit Construction on the

***61 and 76 Offsets *61 and 76 Rotaries**

Plan for tomorrow—today. Since Miehle 61-76 Offsets and Rotaries are built on the Unit Construction principle—you can install a one, two, three, four or five color press today, but if the pattern of your work is altered it is practical and economical to convert your press to a different combination tomorrow. It's a simple matter to add or remove printing units to meet changing plant conditions. We will be glad to tell you the complete story.

The Miehle

PRINTING PRESS AND MANUFACTURING COMPANY

Chicago 8, Illinois

*The Miehle...
leader among the world's
manufacturers of fine
printing equipment.*



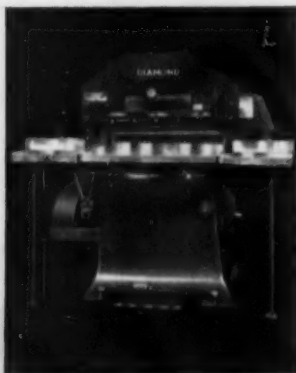
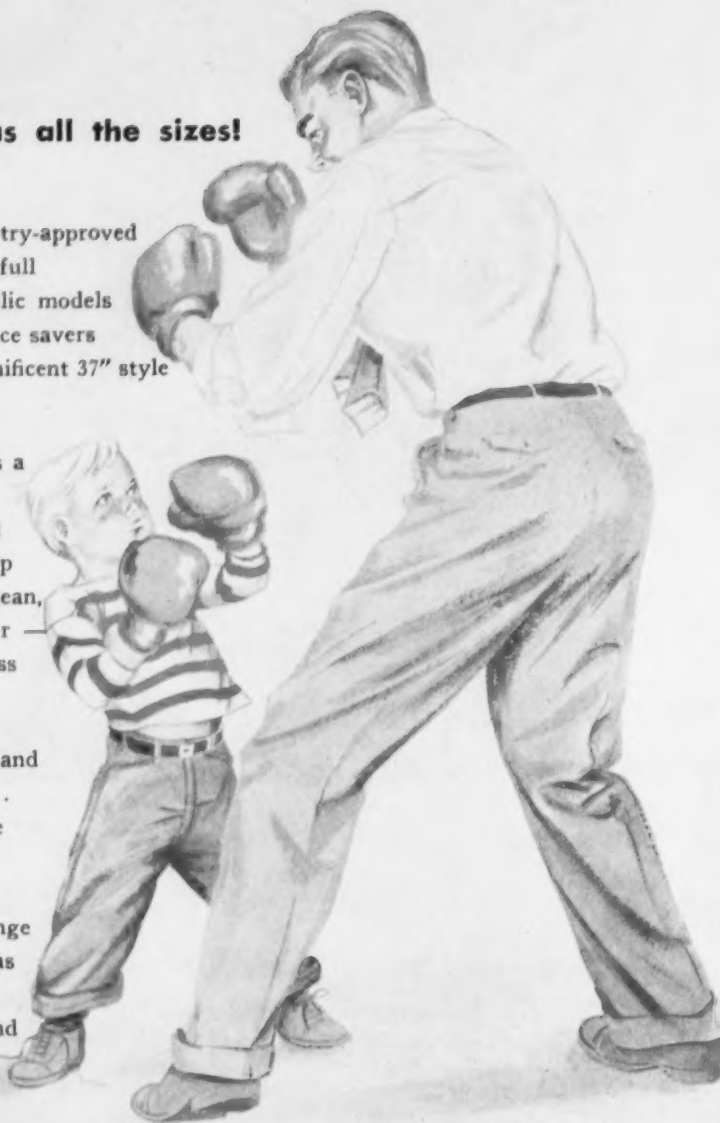
POWER COMES IN ALL SIZES!

And Challenge has all the sizes!

A complete line of industry-approved power paper cutters—in full hydraulic or semi hydraulic models —from the new 19 $\frac{3}{8}$ " space savers all the way up to the magnificent 37" style 370 heavy-duty favorite.

Each model in this line is a power package — ready to unleash its controlled hydraulic strength to help your operators deliver a clean, precisioned stack of paper — in less time and with less effort!

Add the features of 2-hand safety starting lever . . . "easily-squared" back-gage . . . "duplex" measuring tape and you have some of the reasons why Challenge — through the years — has consistently been the favorite with plant owners and operators — everywhere!



THE CHALLENGE MACHINERY CO.

Office, Factories and Show Room: Grand Haven, Mich.

Over 50 Years in Service of the Graphic Arts

DEALERS IN ALL PRINCIPAL CITIES



Nekoosa BOND



Nekoosa LEDGER

Nekoosa Mimeo



Nekoosa DUPLICATOR

Nekoosa MANIFOLD



America does business on

Nekoosa

PRE-TESTED BUSINESS PAPERS

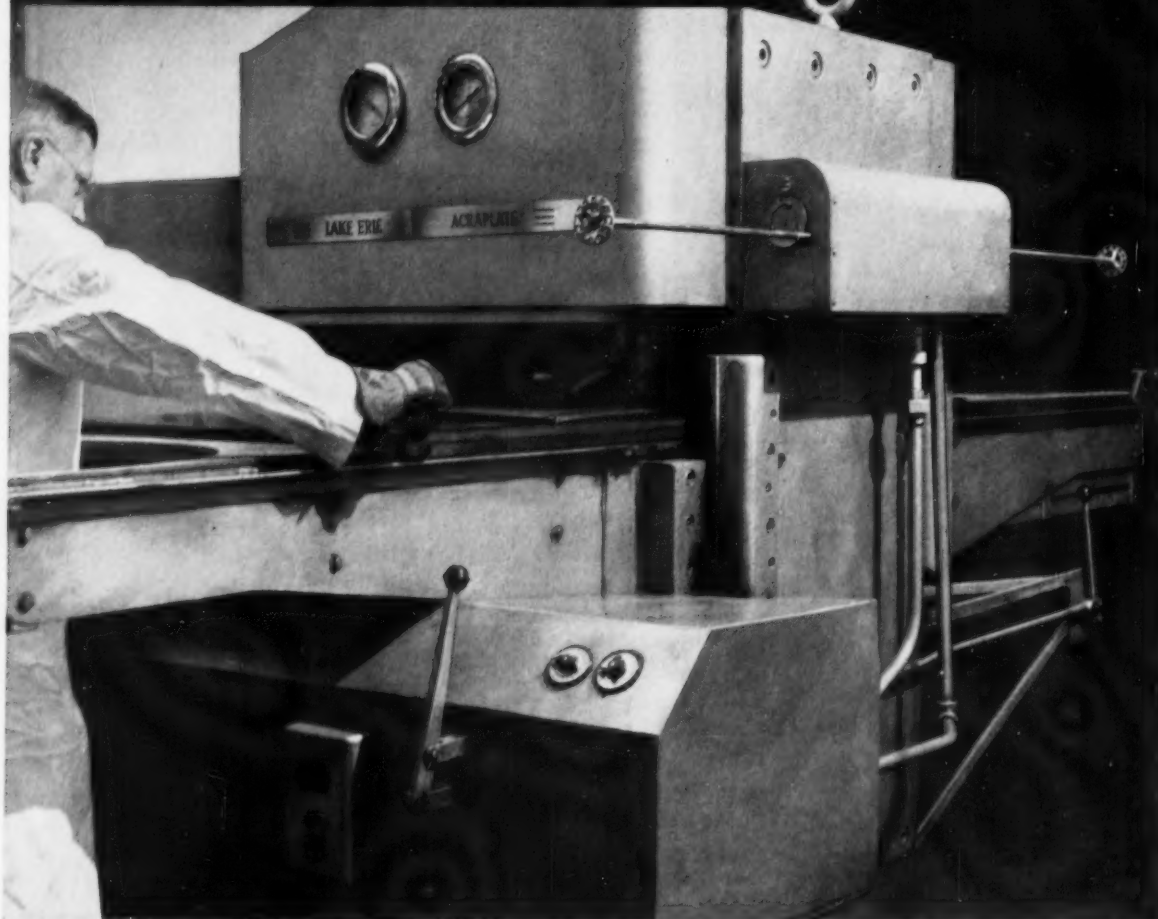
Good papers to *know*—good papers to *recommend*—good papers to *print on* . . . that's the story of Nekoosa *Pre-tested* Business Papers. They are made specially for today's high-speed printing presses—and they will go through your customers' high-speed office machines just as smoothly. Available in a large selection of colors and weights. If you do not have a complete file of Nekoosa Business Papers (and the companion line of ARDOR Papers), ask your Nekoosa paper merchant to bring it up to date for you.



... and for fine color lithography: **NEKOOSA OFFSET**

NEKOOSA-EDWARDS PAPER CO., PORT EDWARDS, WISCONSIN

A WONDERFUL EXAMPLE OF CUSTOMER SATISFACTION



Bemis has installed 22 ACRAPLATE Molding Presses



Bemis Bro. Bag Company purchased a Lake Erie molding press in 1941 for rubber plate production. Performance of the press (and those that followed) was so gratifying that Bemis ordered ACRAPLATE equipment again and again. Today, 22 Lake Erie presses serve this famous bag maker's plants from coast-to-coast! That tells you better than words the kind of confidence you can have in Lake Erie equipment. It will pay you to remember the Acraplate when you need molding equipment for your plant.

PHOTO ABOVE SHOWS special double-sided 320 ton capacity ACRAPLATE in operation in a Bemis Bro. Bag Company plant. Press is equipped with dual controls for efficient front-and-back operation...has platens measuring 36"x44". ACRAPLATES are used by Bemis for rubber platemaking...are also the leading equipment for plastic platemaking.



● Write for Bulletin 350 illustrating and describing the many types and sizes of ACRAPLATES.



LAKE ERIE ENGINEERING CORP.

General Offices and Plant

504 Woodward Avenue, Buffalo 17, New York

District Offices in NEW YORK • CHICAGO • DETROIT • PITTSBURGH

Representatives in Other U. S. Cities and Foreign Countries

● Leading manufacturer of hydraulic presses for all industry...3,500 designs from 5 to 22,000 tons capacity—rubber and plastic plate molding...newspaper mat molding...plastics molding...rubber vulcanizing...laminating...metal working...forging...metal extrusion...wall-

LAKE ERIE ® board and plywood...die casting and special purpose. ACRAPLATE ®

World's Most Versatile Press!

**KEEPS PRODUCING PROFITABLE JOBS
REGARDLESS OF BUSINESS CONDITIONS**

More and more printing shops are switching to New Era Presses every year. And no wonder. These flat-bed letterpress units handle a tremendous number of different jobs that keep printing shops busy regardless of business conditions.

PRINTS ANY NUMBER OF COLORS IN ONE RUN

Write for the New Era Bulletin and see how one New Era Roll-Fed, Flat-Bed Press and Auxiliary Units print any number of colors on one or both sides with flat electros, type, rubber or plastic plates—in a single run. There is no limit to size as with a rotary press. The press can handle paper, board, silk, cotton and other materials. The New Era Press delivers 7,500 impressions per hour in any number of colors on both sides.

COMPLETES THESE JOBS IN ONE RUN ON ONE PRESS—NO CYLINDERS TO CHANGE!

TICKETS—Checks, Coupons, Time Cards, Etc.
LABELS—Gummed, Ungummed, Heat-Seal, Silk, Cloth
TAGS—Shipping, Manifold, Merchandise Tags
FORMS—Continuous, Register, One-Time-Carbon
SPECIALTIES—Match Books, Display Cards, Drinking Cups and Lids, Bag Headers, Beer Mats, Etc.

COMPLETES FINISHING OPERATIONS DURING PRINTING RUN

At the same time that it prints, the New Era Press punches, die-cuts, slits (eliminating jogging or taking finished product to cutter), patches reinforcements, eyelets, perforates and numbers—with the finished product completed in one operation and delivered either cut-off, rewound, or zig-zag folded.

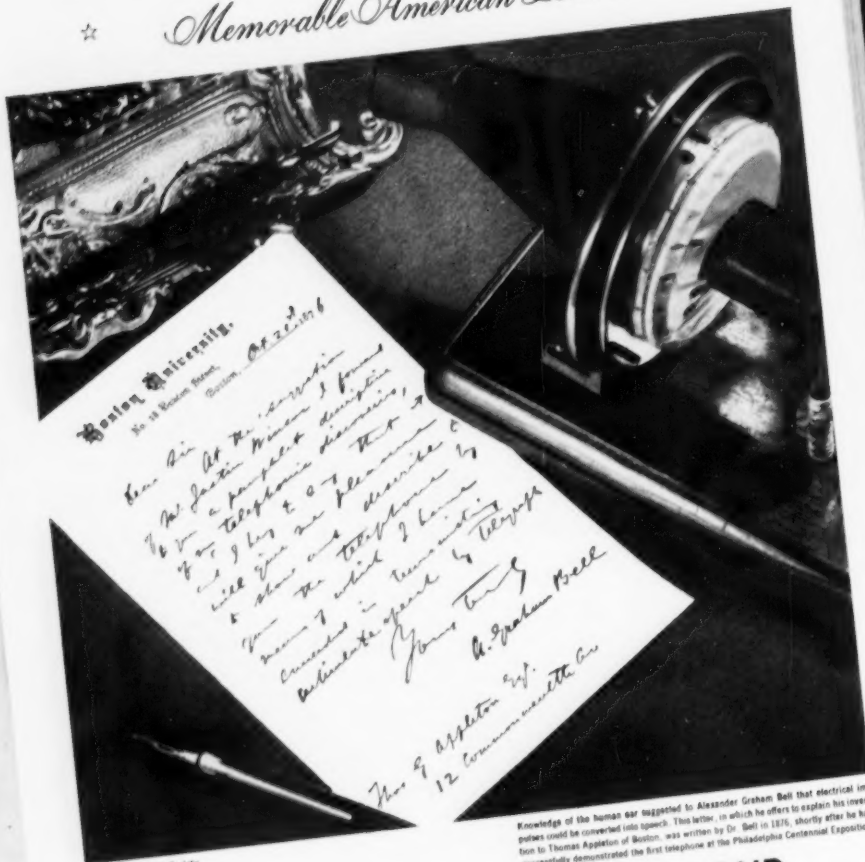
**Write for Free New Era Bulletin Today
For Complete Details!**

**NEW
ERA**

Manufacturing Company

376 Eleventh Avenue, Paterson, New Jersey

☆ Memorable American Letters... ☆



Courtesy Boston Society

Knowledge of the human ear suggested to Alexander Graham Bell that electrical impulses could be converted into speech. This letter, in which he offers to explain his invention to Thomas Appleton of Boston, was written by Dr. Bell in 1876, shortly after he had successfully demonstrated the first telephone at the Philadelphia Centennial Exposition.

Modern Businessmen Prefer MEAD BOND

Mead Bond well deserves its title "The Bond of American Business." For the business letters written on its crisp, clean surface are distinctive as only fine paper can make them. Genuinely watermarked for your protection, Mead Bond is made expressly for the businessman who demands the best in appearance

and performance. Your printer or lithographer—backed by leading paper merchants everywhere—recommends it as America's finest fiber-blended bond. Try it and you'll agree it is exactly the paper for your letterheads, invoices and other fine bond uses. Ask, too, about the other Mead Business Papers.

MEAD
papers

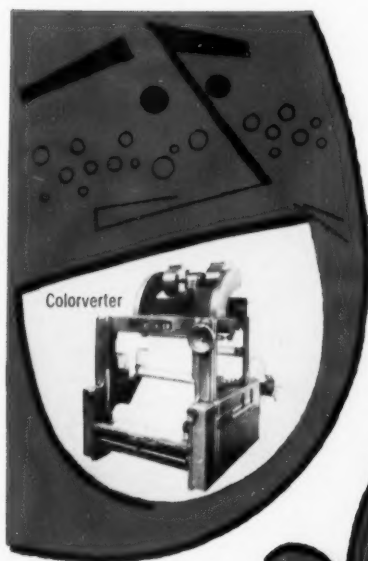
THE MEAD CORPORATION
"Paper Makers to America"

Sales Offices: The Mead Sales Company, 118 West First Street, Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta

This full-page advertisement has been seen by the readers of *Time* and of *U.S. News & World Report*

ADVERTISING THAT HELPS YOU SELL

Mead Papers mean business . . . for merchants, merchant-salesmen, printers, lithographers and advertisers. Making Mead Papers unforgettable in the minds of your customers—all who buy and specify paper products—is the job being done through our national advertising. Remember, Mead Papers mean business for you.



everybody's
talking about
*Speed-Flex!**



* **because**
Speed-Flex
outperforms
other presses
6 to 1!

Even the small Model C3C *Speed-Flex* will print 10 to 15 thousand impressions in 3 colors per hour — sheet size up to 13 x 17 — while the same size conventional job presses produce only 4 to 6 thousand in 1 color. Counting each color as an impression, the ratio is 6 to 1. And *Speed-Flex* numbers with cam operated numbering machines, perforates, and attaches carbon paper to the printed sheet.

- Acquire new *snapout* printing accounts
 - Build volume for present equipment through added versatility
 - Change present money-losing jobs into money-making jobs
- WHEN YOU OPERATE PROFITABLE SPEED-FLEX PRESSES!**

See *Speed-Flex* presses and accessories in operation in Los Angeles or at our own Chicago or New York offices. Get the *Speed-Flex* profit story at first hand. Or write today for information.

Now! *Speed-Flex* presses are easy to own! They're available to qualified printers on a variety of financing and leasing arrangements. You'll be amazed how economical it is to install one *Speed-Flex* press or modernize your entire plant.



direct inquiries to

Orville Dutro & Son, Inc.
PRINTING PRESS SALES AND SERVICE

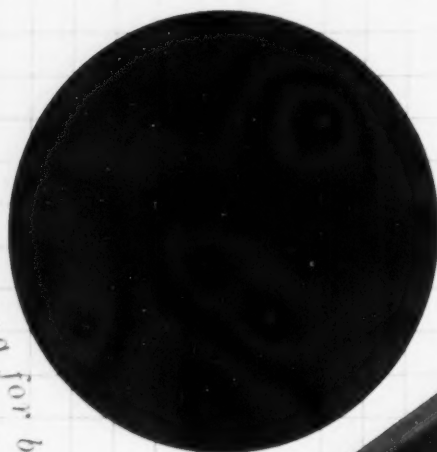
117 West 9th St., Los Angeles 15, California
TRINITY 8556

NEW YORK, N.Y.
1140 BROADWAY
MURRAY HILL 3-1253

CHICAGO, ILL.
110 SO. DEARBORN ST.
RANDOLPH 6-7971



out of the world's finest planning for better printing, came the world's finest presses



ORIGINAL HEIDELBERGS

*main distributors
of Schnellpressenfabrik,
A. G. Heidelberg*

HEIDELBERG EASTERN, INC.

45-45 Thirty-Ninth Street,
Long Island City 4, New York

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120 North Sampson Street,
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HEIDELBERG WESTERN SALES CO.


118 E. 12th Street,
Los Angeles 15, California

HEIDELBERG SALES & SERVICE

Los Angeles 15, California
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Kansas City 6, Missouri
Minneapolis 15, Minnesota
Salt Lake City, Utah
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Atlanta 5, Georgia
Portland, Oregon
San Francisco 3, California
Seattle, Washington



the best thing next to a printer



FRASER SNOWLAND BOND

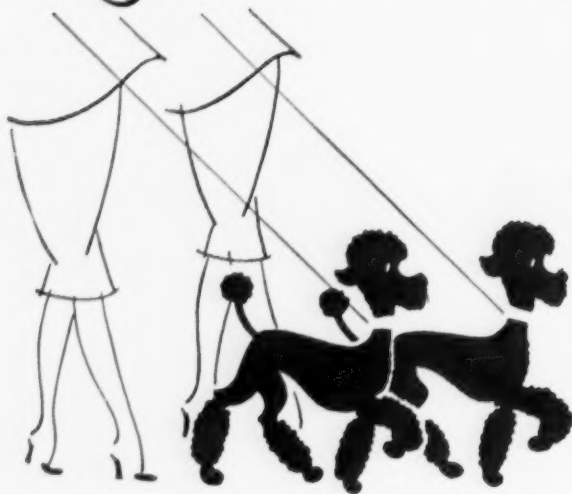
What better barometer of buying preference is there than snowballing demand? Winter and summer, spring and fall, our paper machines are turning out more Snowland Bond than ever before. Apparently these consistent qualities pay off: brightness and strength, cleanliness and good color, printability and versatility . . . plus this factor: continuous raw material supply from 5,500 square miles of Fraser forests, scientifically controlled to provide far into the future. Packaged for scientific protection. Sold by leading merchants. Sample book on request.

FRASER PAPER, Limited

SALES OFFICES NEW YORK, Chicago

MILL Madawaska, Maine

THE *Smartest-Looking Twins* IN TOWN



SORG'S LEATHER EMBOSSED



SORG'S PLATE FINISH

9 ATTRACTIVE COLORS AND WHITE

- GOLDENROD
- GRAY
- BLUE
- MANDARIN
- RED
- YELLOW
- INDIA
- TAN
- GREEN

Identical twins in their base paper and range of colors—yet strikingly different in their finishes, Sorg's *Leather Embossed* and Sorg's *Plate Finish* are as smart and as durable cover stocks as you can find.

Both *Leather Embossed*, with its handsome leather grain finish, and *Plate Finish*, with its gleaming smooth surface, combine the toughness of good tag stock with the beauty of top-quality cover stock, and the printability of a fine book paper. You can specify either paper, for letterpress or offset, with complete confidence . . . whenever the job calls for a quality cover stock. Ask your paper merchant for sample sheets or write us direct.



THE SORG PAPER COMPANY

Manufacturers and Converters of Stock Line and Specialty Papers

MIDDLETOWN, OHIO

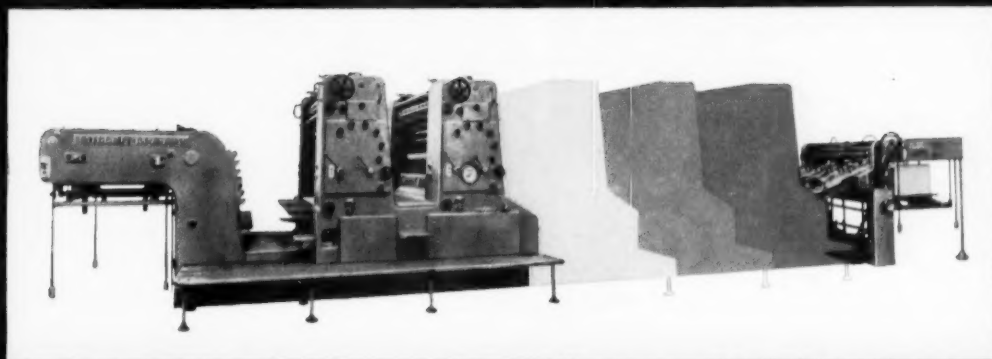
OFFICES IN NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • ST. LOUIS • LOS ANGELES

STOCK LINES

WHITE SOREX • CREAM SOREX • SORG'S PLATE FINISH • SORG'S LEATHER EMBOSSED
EQUATOR INDEX BRISTOL • TENSALOX • GRANITE MIMEOGRAPH
MIDDLETOWN POST CARD • VALLEY CREAM POST CARD • No. 1 JUTE DOCUMENT



unit construction



MILLER — M.A.N. IV
One to five color

MILLER — M.A.N. V
One to five color

MILLER — M.A.N. VI
Two to five color

*MILLER-M·A·N
offset presses are of
unit construction*

Printing plant managers will quickly appreciate the advantages of Unit Construction. If changing production requirements demand, a two-color may be converted to a three, four, or five-color in the printer's plant. Unit Construction offers a further advantage in that cylinders and inkers are far more accessible than on stacked multi-colored presses. For quality work at less cost, buy a Miller. Write for prices and descriptive literature.



MILLER PRINTING MACHINERY CO.
1115 REEDSDALE ST., PITTSBURGH 33, PA.

MILLER PRINTING MACHINERY CO. OF CANADA LIMITED
730 Bay St., Toronto 2, Canada

PRECISION PARTS FOR PRECISION INSTALLATIONS

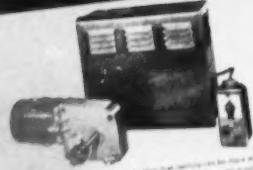
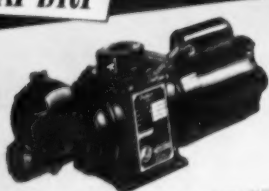
PRECISION ENGINEERING FROM OXY-DRY

The group of manufacturers associated with the precision and accuracy of OXY-DRY products, parts and assemblies is responsible for the precision and accuracy of the products. The group of manufacturers associated with the precision and accuracy of the products is responsible for the precision and accuracy of the products.

When it comes to fastening two or more pieces of metal, the efficiency of the OXY-DRY... provides you a corner be either equalled or surpassed in efficiency. In any case, you have figured out how to deliver to you six sticks of chewing gum, your risk is that you are as good or better than any other (or cost of operation) money can buy for anywhere near the same price (or cost of operation).

OXY-DRY

THE ONLY RIGHT INK OFFSET PREVENTION PROCESS



OXY-DRY THEORY

is to electronically bond micron sized (graded as to size) particles of starch powder to a printed sheet just before it reaches the delivery rack. Each particle holds the printed surface away from the back of the next sheet so as to prevent ink offset, permit drying of ink, and provide "plumb-bob" jogging of sheets.

OXY-DRY OPERATION

provides the controllable mechanical method of depositing the minimum amount of the correct powder formula required on the sheet in such a way as to eliminate excess spreading of powder on press equipment and irregular spreading on the sheet. In addition, OXY-DRY removes the static-electricity from sheets so that they jog and handle perfectly without sticking in subsequent production of printing and processing.

OXY-DRY PRECISION ENGINEERING

represents the ultimate in the only exact machinery that can carry out the theory and operation of perfect ink offset prevention. From installation through operation every OXY-DRY Sprayer screw, bolt and part is precision engineered to do a precision job on almost every known printing press in existence. To those printers who want to increase the salable number of impressions per hour of production time for their entire plant (paper, board or film) this means we can cost estimate and install the only right ink offset prevention process... from parts and assemblies specifically precision engineered to do a precision job on each press... equipment that will run longer and better.

The press name, model number and maximum sheet size sent to us will start you on your way to getting the tremendous competitive advantage of OXY-DRY, the only right ink offset prevention process. Or, our new catalog contains more complete information that will help you decide.



THE ONLY RIGHT INK OFFSET PREVENTION PROCESS

OXY-DRY SPRAYER CORPORATION

NEW YORK • CHICAGO • SAN FRANCISCO

320 S. Marshfield Avenue, Dept. I.P.

Chicago 12, Illinois



NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

Business Excellent First Half; Second Half Bright

Business should be as good or better second half of this year as it was first half. Not in every line, but over-all picture better. Facts point to improvement ahead. GNP, Gross National Product, at low dip of '53-'54, was 356. First quarter this year was 370, second quarter up to 376 (estimated). Best guesses third and fourth quarters: several points higher. Pessimists guess only few points lower.

Claims Minimum Wage Increase Risky Now

Increasing minimum wage is against "sound public policy," U.S. Chamber of Commerce believes. Even 90c hourly minimum "more risky" now than 75-cent minimum in 1950, spokesman said. Increase to \$1 (Senate has voted) would cost industries twice amount they would pay if minimum is increased to 90c. Impact means raising wages for workers receiving more than minimum to maintain wage differentials.

Two Big Mergers Coming In Paper Manufacturing

Two big paper manufacturers to merge! Crown Zellerbach, largest western producer of printing, wrapping, specialty papers, and Gaylord Corp., St. Louis paperboard maker. Another merger: \$200-million St. Regis Paper & General Container, Cleveland. St. Regis granted options to acquire majority General Container stock. It would be St. Regis' fourth acquisition in little more than year, if deal goes through.

World Paper and Board Output 20% Above 1950

World paper and board output last year 56,600,000 tons, up 20% above 1950 figure, American Pulp and Paper Assn. reports. North America produced 62% of world output last year—47% in U.S., 15% in Canada. Paper and pulp mills were running 95.6% capacity week ending June 11.

Mill Workers' Raises Will Up Paper Prices

Paper prices going up soon if they haven't done so by the time you read this. Mill workers getting raises from 4% to 5%. Some recent price increases on paper, more to come. You'll have to pass them on to your customers. Paper still in fairly tight supply.

(Over)

NEWSLETTER

(Continued)

New Makeready System Being Introduced by 3M

Letterpress printers can take heart in new process just announced by Minnesota Mining & Mfg. Co., St. Paul. It's a new makeready system involving plastic-coated overlay and dry-process machine. 3M claims system automatically provides precision pressure correction for each halftone dot and each letter of copy...reduces makeready time by 50%. Available late this fall or early next year. Ten machines now being made...one goes in printing plant that prints The Inland Printer. Details in August IP.

Printing's White Collar Workers Union Targets?

Your white-collar workers may be included in next drive to get more workers into unions. Seems certain in paper industry and possible in printing industry. Workers in banks, insurance, real estate, stores, are targets right now.

Small Firms May Pool Guaranteed Wage Funds

New idea on Guaranteed Wage horizon: Small firms may pool funds when they can't afford to set up separate funds to pay laid-off employees. Auto and electrical (CIO) unions will propose idea shortly. Unions say it has worked on pension funds and can on unemployment pay. This might be a solution if and when GAW comes to printing industry.

Interest Rates Rising?

If you need money, better arrange right now for business loans. Interest rates will start going up soon. Plenty of money and credit now, but Government's watching, may apply mild restraints to business boom.

Easier Now for Small Firms to Get SBA Loans

Easier now for small businesses to get bigger, longer loans from Small Business Administration. House okayed Senate-passed bill to extend SBA for two more years. Maximum individual loans upped from \$150,000 to \$250,000; SBA can extend or renew loans for 20 instead of 10 years.

Planning Joint Welfare

The Lithographic Technical Foundation and the Amalgamated Lithographers of America union are now working together for joint welfare of litho industry. Second joint meeting scheduled for Aug. 31 to consider specific program.

New Chairman for 250th Franklin Anniversary

New international chairman for 250th anniversary of birth of Benjamin Franklin is C. L. Jordan, just resigned as exec. veep of N.W. Ayer ad agency in Philadelphia after 40 years. He'll devote full time to celebration hinged on Jan. 17 birthdate and International Printing Week at same time.

Progress Litho's New Plant Is Tops

- Cincinnati offset firm in new air-conditioned \$2½ million building of 90,000 square feet
- Specializes in color work on advertising pieces, card displays, direct mail, and others
- Platemaking department, pressroom, bindery well equipped. All type comes from outside



Progress Lithograph's plant is located on 12-acre tract in Amberley Village in suburban Cincinnati. Firm just received award for industrial beautification

★ An outstanding new plant in the offset lithographic industry in the midwest is now being operated by Progress Lithographing Company in Amberley Village, a suburb of Cincinnati, Ohio. The one-story building, constructed on a 12-acre plot, has 90,000 square feet of floor space, and is fully air conditioned. The plant is valued at \$2½ million.

Specializing in color work for advertising pieces, window and counter card displays, mailing pieces, package inserts, labels, gift wraps, greeting cards and similar products in which color is a major feature, Progress is well equipped with one-, two-, four- and five-color presses. Approximately 95 per cent of its production is color work.

Planning the new plant required several years, according to Charles H. Klein, president of Progress. An important factor in the planning was humidity and temperature control, something that was impossible to control adequately in the old plant.

Humidity control, air conditioning and heating are combined in the new plant under one system. Dehumidifying equipment was installed in the platemaking department. In summer, a temperature of from 78 to 80 degrees and a relative humidity of 40 per cent are maintained.

Winter temperature is between 76 and 78 degrees. Relative humidity is constant.

Locating the equipment in the new building was worked out by various departmental executives in such a way that production was not interrupted during the moving process. The move took place over a period of six months.

Working from floor plan drawings, the department heads found it possible to bring each machine, cabinet and table to its location in the new building without confusion.

The layout and quality control department, directed by A. C. Sides, general superintendent, is the nerve center of plant operations. Here jobs are planned, layouts are made, work scheduled, production controlled and quality checked.

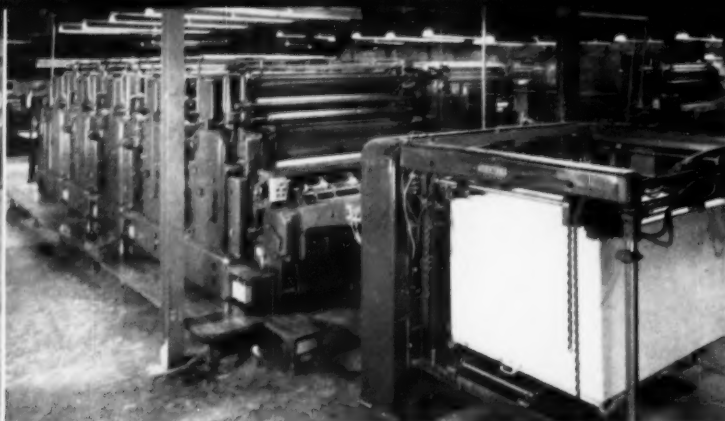
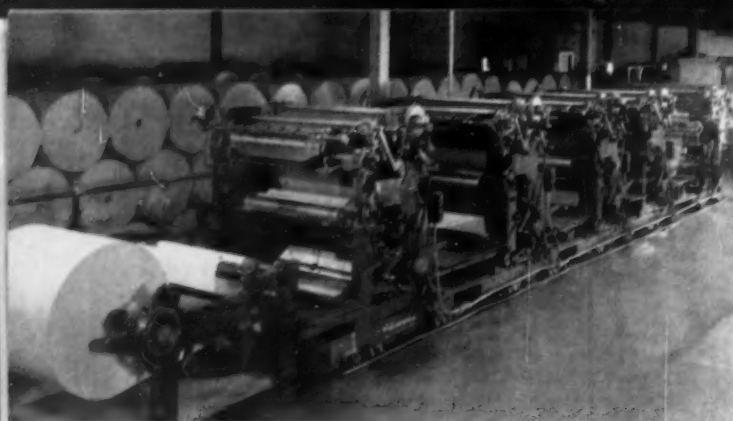
Included in the department's activities are the weekly press sheet and the master control sheet. The weekly press sheet carries a listing of all jobs in process each week in the pressroom and indicates the press on which each job is scheduled. The master control sheet shows all jobs in the plant and indication of daily progress. Mr. Sides obtains this information every morning from departmental foremen, and makes spot inspections for quality during the day.

Progress has no composing room, and type for all jobs is from outside sources. Phototypesetting as well as hot metal composition is used. Reproduction proofs and transparencies are furnished.

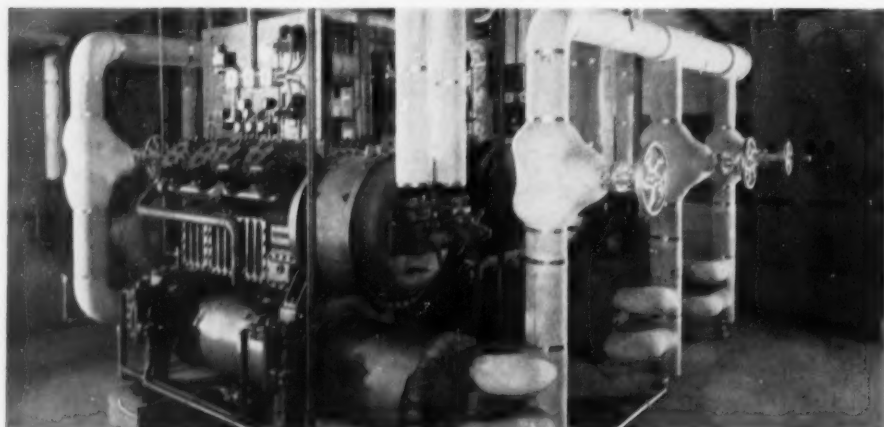
The platemaking department can handle plates of various kinds—albumin,

Aerial view shows relation of the office section to the entire plant. Plenty of parking is available





32x41 four-color Webendorfer web offset press has roll stock convenient in nearby six-foot-deep pit. Right: five-color 52x76 Miehle sheet-fed offset press



Air conditioning and humidity equipment are combined with heating. Relative humidity kept at 40%

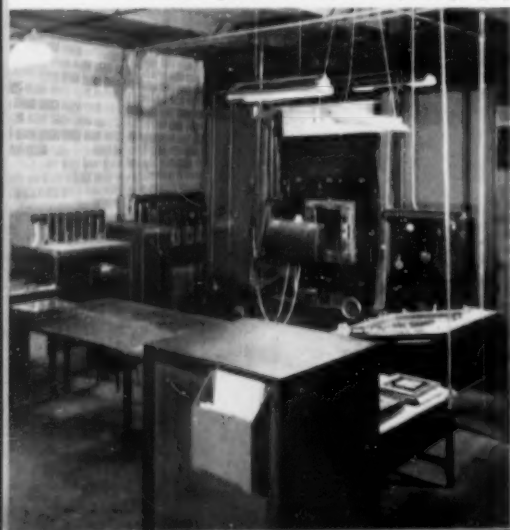
deep-etch, tri-metal, Aller, Lithure and others—for even the plant's largest presses which are 52x76 Miehles.

Among equipment in the platemaking department are three of the largest Lanston and Rutherford photo composing machines. A 48-inch Lanston overhead camera, three Rutherford plate coaters, power proof presses, down-draft developing and etching equipment, and stripping and lineup tables complete the major pieces in the platemaking department. Although Progress makes most of its own plates, some are purchased from outside sources.

Production paper and ink are used in proofing offset plates so that pressmen can get an accurate comparison.

In the pressroom, the sheet-fed offset presses range from 52x76 to 35x45. All

Photocomposing machines in platemaking department for obtaining multiple reproductions from originals for work that requires ganging



of the 52x76 presses are Miehle while the smaller sizes are Harris. Three Webendorfer web offset presses range from 18x22½ to 32x40.

Bronzing and embossing equipment includes a 44x64 Christensen bronzer, a 52x76 Kohma bronzer and three Sheridan embossing presses.

Adjacent to the pressroom is a well-equipped machine shop where maintenance and repair work is done for mechanical as well as electrical equipment. Ink making equipment is in a separate building, although some ink is purchased from outside sources.

Solvent for cleaning purposes is stored in two 500-gallon underground tanks and is pumped through one central outlet into the building. The tanks are buried outside the plant in a fenced area.

Progress operates a well equipped bindery. Baum folders and a Model K Cleveland constitute the folding equipment. Seybold cutters are used. A Sheridan inserter coupled with a Christensen stitcher and a three-knife trimmer is used on special jobs. A nine-station Christensen stitcher and a Brackett trimmer complete major bindery equipment.

Truck loading and unloading is facilitated by use of a Levadock, which raises or lowers the load to tailgate height. An overhead roof protects the employees in inclement weather. A track system with

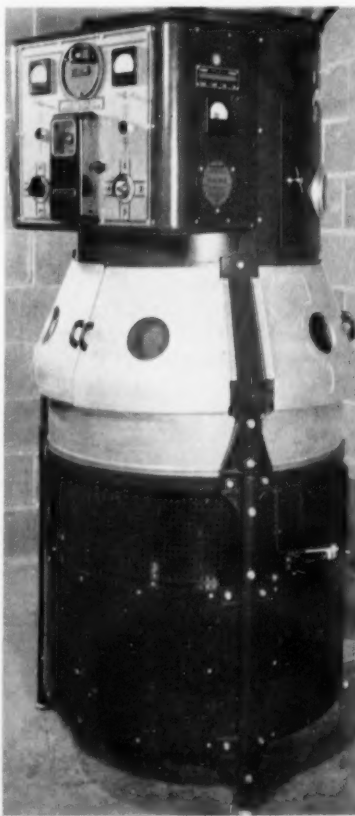
Fadometer is used in connection with ink-making operations. Progress makes most of own inks

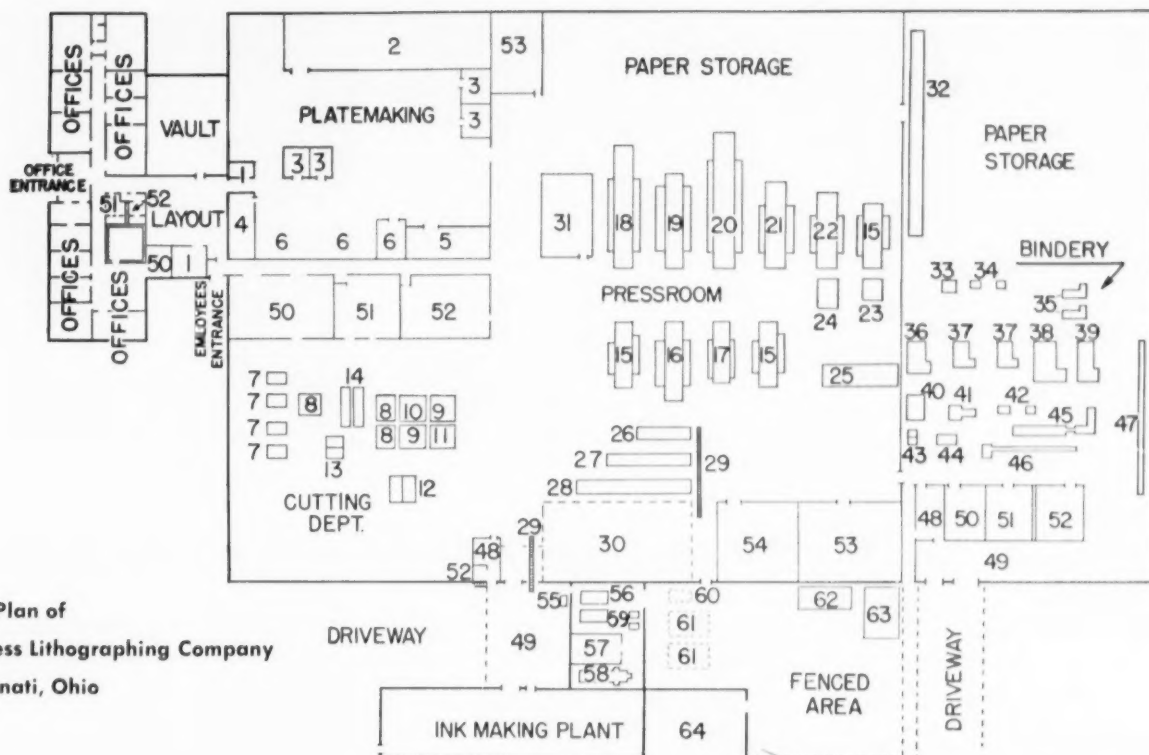
manually pushed dollies is used to move paper rolls from the receiving dock to a paper storage pit inside the plant.

All paper cutting operations are performed in a separate department and shipments are made directly from there if finishing operations are not required.

Progress has more than 150 employees who take part in various firm-sponsored activities. Lunch rooms are provided and plenty of paved parking space is available. The company maintains a fire brigade.

Progress executives have taken special pains to beautify the outside of the building with plants and shrubbery. In an annual contest in Cincinnati to encourage beautification of grounds surrounding industrial plants, Progress has just been given a second place award. The contest is sponsored jointly by the Garden Center of Cincinnati, the Cincinnati Chamber of Commerce and the Cincinnati Enquirer.





Floor Plan of Progress Lithographing Company Cincinnati, Ohio

PLATEMAKING

- 1—Superintendent's office
- 2—Camera
- 3—Contact rooms
- 4—Printing frames
- 5—Plate whirlers
- 6—Photocomposing machines

CUTTING DEPT.

- 7—Automatic die cutters
- 8—45-inch paper cutters
- 9—64-inch paper cutters
- 10—85-inch paper cutter
- 11—Quadtrimmer
- 12—Jogging machines
- 13—Die cutters
- 14—Roller embossers

PRESSROOM

- 15—42x58 single-color offset press
- 16—42x58 two-color offset press
- 17—42x58 single-color offset press
- 18—52x76 four-color offset press
- 19—42x58 four-color offset press

20—52x76 five-color offset press

- 21—52x76 two-color offset press
- 22—52x76 single-color offset press
- 23—58-inch bronzing machine
- 24—76-inch bronzing machine
- 25—Embossing presses
- 26—22½x35 offset perfecting press
- 27—18x22½ four-color web offset press
- 28—32x40 four-color web offset press
- 29—Paper roll conveyors running in floor
- 30—Paper roll storage pit
- 31—Press roller storage

BINDERY

- 32—Varnishing machine
- 33—Slitter and rewinder
- 34—Special roller machines
- 35—14x20 folding machines
- 36—25x38 folding machine
- 37—22x28 folding machines
- 38—38x52 folding machine
- 39—31x46 folding machine
- 40—50-inch paper cutter

41—Brackett trimmer

- 42—Singlehead stitching machines
- 43—Paper drillers
- 44—Jogging machine
- 45—Automatic inserter, stitcher and trimmer
- 46—Nine-station stitcher
- 47—Conveyor belt table

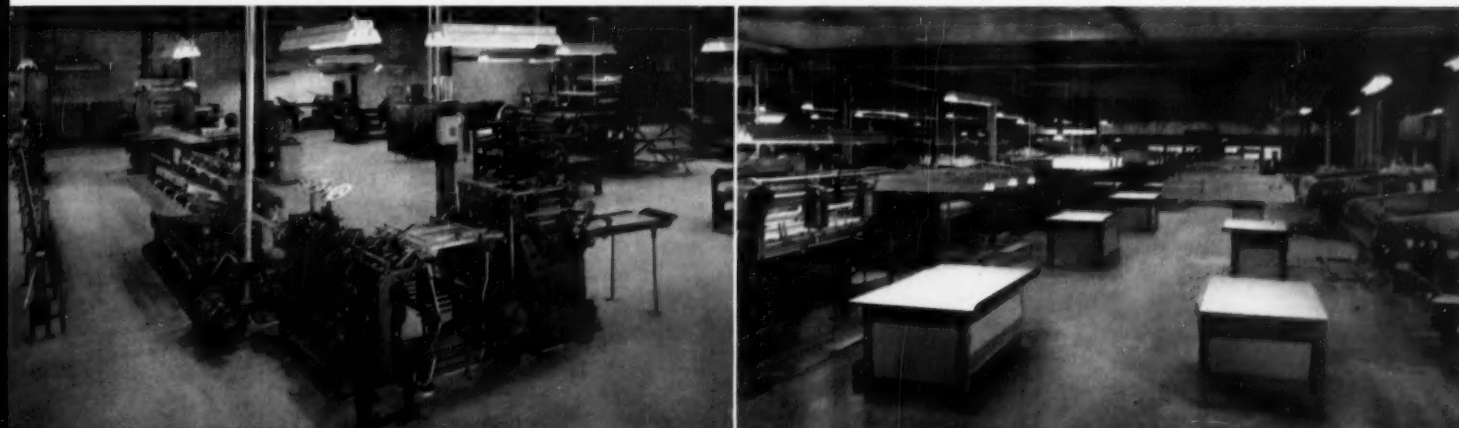
MISCELLANEOUS

- 48—Shipping offices
- 49—Shipping docks
- 50—Lunchrooms
- 51—Women's lavatory
- 52—Men's lavatory
- 53—Air conditioning equipment
- 54—Machine shop
- 55—Paper baler
- 56—Boiler room
- 57—Plate graining room
- 58—Diesel power plant
- 59—Air compressors
- 60—Underground solvent storage tank
- 61—Underground oil storage
- 62—Electric substation
- 63—Cooling tower for air conditioning system
- 64—Garage



Roller storage rack, especially built, will accommodate all press sizes

Progress has well equipped bindery (left). At right, view of pressroom showing delivery end of multicolor presses. Note plenty of aisle space is provided





Thomas P. Mahoney, known to Craftsmen as "the Smiling Irishman," is International president. He is member of 1,000-member Chicago Club

★ Printing House Craftsmen who attend the 36th annual convention of their International association in Cincinnati, Aug. 7-10, will encounter what Lee Augustine, general convention chairman, calls a "Balanced Program." The convention committee believes it has arranged a program that will meet the needs of the greatest number of Craftsmen. Sessions will be in the Netherland Plaza Hotel.

The convention will begin Sunday, August 7, with registration all day and the formal opening session at 8 p. m. Early-arrival delegates may see a baseball game, Cincinnati Reds vs. New York Giants, Sunday afternoon, although it's not officially part of the convention. After the opening session Sunday evening, delegates will be entertained at one of Cincinnati's famous "Over-the-Rhine" parties.

Monday, August 8

Registration will continue all day Monday and International committee meetings will be held from 7:30 to 9 a.m. just preceding a convention business session. Right after the business session, at 10:40 a.m., John D. Corrigan, New York City, will speak on "The Dynamic Power in You."

The Club Management Luncheon at noon will be addressed by Herbert Livesey, executive secretary of the National Association of Printing Ink Makers, New York City, on "Philosophy of Management of Local Clubs"; and by William F. Gutwein of Louisville on "Club Program on How Our Business System Operates." Mr. Gutwein is chairman of the International Supervisory Training Committee.



A. R. TOMMASINI
First Vice-President



GEORGE WISE
Second Vice-President

Printing House Craftsmen to Meet

Concurrent sessions on gravure and letterpress will run from 2:15 to 5 p.m. on Monday.

With Joseph Jorling of Cincinnati's McDonald Printing Company as moderator, delegates interested in gravure will hear five talks on the subject:

"Photoengraving and Finishing of Rotogravure Cylinders," Oscar Smiel, Intaglio Service Corporation, New York City.

"Modern Gravure Presses," Elmer Stacey, E. G. Staude Manufacturing Company, St. Paul, Minn.

HAYWOOD H. HUNT of San Francisco received The Inland Printer plaque as Outstanding International Craftsman of 1954 at the Philadelphia convention. International officers and 14 District Representatives have elected the 1955 plaque winner; results will be revealed Aug. 9



Among appointed International officers, George Wise is Membership Chairman and Elmer Tess of Duluth (left) is deputy. Howard Keefe, Cincinnati, is International Publications Chairman

"Inks for Gravure Operations," Robert Griffith, Interchemical Corporation, New York City.

"Gravure's Position in the Publication Field," Allen C. Black, Crowell-Collier Publishing Company, Springfield, Ohio.

"Gravure Printing in the Packaging Field," Carl A. Ireton, Specialty Papers Company, Dayton, Ohio.

The letterpress session, called "Solutions to Some of Our Letterpress Problems," also running Monday afternoon, will feature four talks as follows:

"True Rolling—Theory and Practice," A. T. Kuehn, Miehle Printing Press and Manufacturing Company, Chicago.

"Minimum Precision Makeready," O. F. Duensing, Vandercook & Sons Company, Chicago.

"How to Cope With Paper Variations," Ronald Drake, Champion Paper and Fibre Company, Hamilton, Ohio.

"Offset Eliminators and Letterpress Operations," speaker to be announced.

Tuesday, August 9

A convention business session at 9 o'clock will open the Tuesday morning session, and at 10:40 a session called "Sidelights of Printing," with Kenneth



FERD VOILAND, JR.
Third Vice-President



ALBERT T. KOLB
Treasurer



HOWARD N. KING
Immediate Past President

In Cincinnati, August 7-10, for 36th Convention



Other appointed officers include Ferd Voiland, Representative-at-Large; C. V. Morris (left), New York City, Public Relations Chairman, and Kenneth Burchard, Pittsburgh, Technical Chairman

R. Burchard, assistant dean of Carnegie Institute of Technology School of Printing Management as presiding officer, will be held. Speakers and their subjects for this session are:

"Preventive Maintenance of Your Printing Equipment," Russell Anness, Gardner Board & Carton Company, Middletown, Ohio.

"The Humanics of Quality Control," B. E. Sooy, Wolverine Carton Company, Grand Rapids, Mich.

"Safety Programs," Peter J. Bernard, H. Wolff Book Manufacturing Co., New York. (Mr. Bernard is chairman of the International Safety Committee.)

The Printing Week luncheon is scheduled for 12:15 p.m. Tuesday with Floyd C. Larson, chairman of International Printing Week, presiding. Printing Week awards will be presented at this time by Thomas P. Mahoney of Chicago, International president.

Rawson H. Murdock, Jr., of South Bend, Ind., chairman of the Michiana Club 1955 Printing Week, will speak on "The Michiana Printing Week Story," and Edw. T. Samuel, Cleveland's 1955 Printing Week chairman, will speak on "The Cleveland Printing Week Story."

An inspirational talk (Lamp Lighter) will be presented by Dr. Kenneth McFarland, educational consultant with General Motors Corporation, and will start the Tuesday afternoon session. From 3:15 p.m. on, Indianapolis Club members have arranged a technical program called "Gimmicks, Gadgets and Instruments." A. R. Tommasini, third International vice-president, will be the presiding officer, and R. G. Sutphin of the Paper Package Co., Indianapolis, will be the moderator.

Topping off the Tuesday program will be entertainment in the form of a Coney Island party—a chicken buffet dinner and dancing in Moonlight Gardens.

Wednesday, August 10

The main business session of the convention will take up the entire morning Wednesday, but a packaging clinic and a bindery clinic will begin at 1 p.m. and run concurrently until 4 p.m.

With Walter E. Sooy of the Gardner Board & Carton Company, Middletown, O., as moderator, the packaging clinic will feature talks on:

"Package Design and Package Development," Wilford L. Romney, Procter & Gamble, Cincinnati.

"Offset Printing of Cartons and Labels," Edgar Wells, Lawson Lithographing and Folding Box Co., Montreal.

"Flexographic Printing of Films and Foils," Robert Jones, Dobeckmun Company, Cleveland, Ohio.

"Letterpress Printing of Cartons," J. M. Kernan, Ohio Boxboard Company, Rittman, Ohio.

"Gravure Printing of Paper Wrappers and Labels," Delmore Moffett, Kalamazoo Vegetable Parchment Company, Kalamazoo, Mich.

Delegates attending the bindery clinic will hear talks on "Estimating Costs in

the Bindery," by Mortimer Sendor of the Sendor Bindery, New York; "Bindery Equipment and Gimmicks," by Frank Myrick, editor of *Book Production* magazine, New York; "The Binders' Relations With the Printer," William Weisberger of Pittsburgh Bindery; and "Tricks for a Cheaper, Faster, and Better Bindery," by James B. Blaine of the John F. Cunco Co., Chicago.

A cocktail party and the annual banquet and dinner dance Wednesday evening in the Netherland Plaza's Hall of Mirrors will conclude the convention.

BEGINNING ON NEXT PAGE

MODERN TYPE DISPLAY

*A Manual
In the Selection and Use of
Type and Ornament*



By J. L. FRAZIER

I. FUNDAMENTALS OF DISPLAY

★ DISPLAY IN PRINTING has been too generally treated as though it had no basis in reason, and because of that, results are too often haphazard. Display in typography is founded upon the most obvious laws, which, if kept in mind, will lead to successful results.

By that we do not mean perfection can be attained by a rule of thumb. The most exact sciences require exercise of individual intelligence. Display, however, has definite things to accomplish and definite ways of accomplishing them.

Too many people have a misconception of what display in type composition involves. Actually, it is a very broad term. In the Standard Dictionary we find the noun defined as follows: "To spread before or present to view; parade; exhibit or make manifest in any way; make conspicuous; especially to expose ostentatiously;" etc.

Too many typographers work on the assumption that display is pomp and parade; they dress their designs in frills. Display, however, is not mere fancy work; it is not concerned with elaborateness of decorative treatment. In printing, the meaning of the term is best expressed in the first three definitions quoted from the dictionary: "To spread before or present to view; parade."

Before the invention of printing, words were written for the purpose of preservation and not at all for publication. The early manuscript, laboriously executed by hand on clay cylinders, skins, papyrus, or paper, required much time in the making.

An examination of old manuscripts, penned as they were without breaks between sentences or even between words, inspires pity or awakens admiration for the man who was compelled to read it for the first time. Reading a book or a manuscript was an event in those days, not by any means an everyday experience.

As time went on, however, the amount of reading matter increased, and to make it easier to recognize words, the letters forming them were grouped together. The groups were marked off by dots and later by the spaces that we use today. But merely preserving literature was not enough. The expression of text so that the author's thoughts could be quickly and accurately comprehended by the reader also was necessary.

In the beginning, printing was an imitation of the manuscript. Later, printers who had movable types began to play with them, arranging various forms that pleased their fancy. It was at this time that the first title pages were attempted. These title pages were characterized by a breaking of lines very seldom consistent with the sense, a spacing out to provide for the lack of quads, and the use of different sizes of letters with ornaments. This was

the initial movement in the direction of display. In fact, it was elementary display.

Experiments have been changing the form of type work to facilitate reading and comprehension, until the printer of today has at his disposal means to vary his typography to attain special effects and definite purposes.

Display brings up a host of helpful expedients. It is, in fact, a higher form of punctuation. Intelligent display can eliminate conventional punctuation with the conventional points and yet retain or even clarify the sense of the language. For example, an ignorant man would guess that the end of a line means a stop, though he might not understand that a period means the same thing. Parentheses are used to indicate that the matter they enclose is subordinate, but is that object so effectively accomplished with parentheses as by setting the matter apart in smaller type?

Though a review of the development of display discloses the fundamental reason for its existence—the quality by which printed matter may be made to express as well as to document thoughts—further reasons are found in the need for it in literature and business today.

The reading of modern newspapers, with column upon column of type matter, would be a herculean task were it not for the sparkling headlines. Advertising has increased in volume by leaps and bounds, and the quality of advertising copy and its appeal has improved greatly, but how few of us stop to consider that display has been one of the greatest factors of advertising success. The competitive struggle for public attention would long since have dulled the people's interest if the reading of advertisements entailed the laborious and uninteresting task of sampling the content from solid blocks of type of a uniform size. Without assurance that the information it contains is of interest to him, a reader could not be expected to study any advertisement carefully.

Display, then, has the task of selecting and emphasizing the important points. Display techniques must so enlarge, separate or otherwise "spread before the view" these points that they may be seen at a glance and thereby, and immediately, give the reader an immediate conception of an idea. In effect, the display is a table of contents, though it is more effective because it is not apart from text and on another page where it may not be seen.

Display has two aims—to *interpret* and to *attract*. The most essential of these, no doubt, is the first, but the other is vitally important, too. In many instances, notably the large display lines of advertisements, we are tempted to consider the second aim more important. Attractiveness is generally necessary to get attention, and without attention display cannot

function in interpretation. *Attractiveness in display stands for the elements which appeal to the taste or which command attention. Interpretation stands for those which appeal to the understanding.*

Display must function in two ways. First, it must catch the eye by presenting something striking or exceptionally pleasing. Second, the arrangement must be so logical and easy to follow that a reader will go on to the end, giving the matter undivided attention. Attraction and interpretation may be served in common in some instances, but for convenience of analysis—and in order to get at fundamentals and to recognize the actual means of constructing good display composition—no better division occurs.

Display may be made to attract attention and cause typographical matter to appear interesting in form or effect in several following ways:

1—By use of striking contrasts in sizes of type.

2—By the association of type faces that are in harmony, resulting in an inviting appearance.

3—By balancing the reading matter symmetrically.

4—By the judicious use of white space and the contrast it affords.

5—By the division of type forms into shapes of pleasing proportion, as in paneling and paragraphing.

6—By intelligent use of borders.

7—By use of appropriate and interesting illustrations.

8—By color schemes of such pleasing, unusual or attractive nature that they will catch the eye.

On the other hand, display may be employed to aid interpretation—that is, to make the sense clearer—in these ways:

1—By varying the sizes of type to afford distinction between the various parts of the display.

2—By the use of light- and bold-face types of one series, or contrasting styles, to place special stress where essential, much like an orator emphasizes his prominent thoughts.

3—By changing widths to allow matter to be broken up into its logical or natural divisions.

4—By separating the parts with leading, spacing, etc., to make the parts stand out through contrast with white space. (Such divisions enable the reader to give attention to one part at a time.)

5—By use of color for contrast.

6—By the use of illustrations of such a nature and in such positions as to lead the reader's eyes to type.

7—By balance or contrast of position, placing important parts in such positions and in such relations to each other that the sense of the whole is readily grasped by the reader.

In the following articles the elements outlined above will be considered for the most part individually. However, to demonstrate how important some of them are, and how they may work together in harmony or separately, to accomplish both interpretation and attraction, we will experiment with the following sentence, a definition of display: "Display: the logical

logical use of small or large spaces between lines to convey the extent of relation or association.

Figure 2 shows how separation of the elements, without any variation of size or face of type, will make reading easier and print clearer. The reader will notice how very unnecessary the use of the colon becomes. Each line is composed only of

if we set the most important word or words in larger type than the rest, we have the main points thrust at us before we can read the sentence through (Figure 4). This principle of contrast is employed to attract attention.

Color, illustration, and decoration are strong eye-catchers, but they are impossible or must be subordinated in most

Display:
the logical arrangement
and emphasis
of words in print
to attract attention
and to convey thoughts
quickly and clearly

Figure 1

cal arrangement and emphasis of words in print to attract attention and to convey thoughts quickly and clearly."

First (Figure 1) we present the matter set to a fixed measure without effort at grouping or making divisions which might assist in interpreting the sentence.

Every line of type has an end; when the line stands alone, the end marks the completion of whatever is printed in that line. It is true that in the case of books, practice in reading text has overcome this natural understanding that a break from the end of one line to the start of the next means a pause.

Most readers have schooled themselves to avoid stops or pauses at the ends of lines of text. In such matter, however, the

Display
the logical arrangement
and emphasis
of words in print
to attract attention
and to convey thoughts
quickly and clearly

Figure 2

words related to each other and dependent upon each other for expression.

It is interesting, also, to note how the word "Display" is emphasized through its position. Although the type in which it is set is no larger than that of the other words, this one word has additional emphasis and the effect of being a title because it stands alone at the top.

Going still farther with the matter of division, in addition to grouping the words which are closely related into the same line, we will now group the lines in accordance with their relationship (Figure 3). Here we have an arrangement that expresses still more clearly the ideas conveyed. The effect of the word "Display" as a title is even more decided

Display
the logical arrangement
and emphasis
of words in print
to attract attention
and to convey thoughts
quickly and clearly

Figure 3

work. We must depend upon the use of big type for the feature points most likely to draw the eyes of the reader into the text. Indeed, contrast in size of type is the most widely used of all the means for getting the attention of potential readers.

In spite of all the divisions and contrasts upon which display depends, it still demands harmony and unity for its most effective expression. Unity is observed in Figures 1 to 4; all the type employed in each setting is of one style. While unity depends on strict uniformity, harmony is broader and permits the intelligent use of different styles which appear well together. In Figure 5, for example, we have only one size of type, but it illustrates the change to capitals and small capitals.

Display
the logical arrangement
and emphasis
of words in print
to attract attention
and to convey thoughts
quickly and clearly

Figure 4

lines are always closely spaced and the fact that natural pauses do not occur there is no argument that the understanding is incorrect. We can all remember how difficult it was for us as youngsters to "keep our voices up" at the ends of lines in our fourth readers. Many of us can remember how our teachers watched us closely as we came to the ends of lines. The tendency to pause must surely be conceded.

Therefore, we must admit that in display, where the lines are more widely spaced than is usually the case, good use may be made of the ends of lines to indicate division. Likewise, display makes

DISPLAY
the logical arrangement
and emphasis
of words in print
to ATTRACT attention
and to CONVEY thoughts
quickly and clearly

Figure 5

than it is in Figure 2. The first three lines below it show their relationship by the fact that, combined, they explain *what* display is. In the same manner, the second set of lines relates the objects of display. Classification aids comprehension.

The resources of display do not end here. It is a basic principle that a big object is at first sight given more attention than a little object. For instance, 24-point type will stand out very noticeably beside 12-point, and thereby constitute display and emphasis. If, therefore, we add contrast of size to the means of display discussed and illustrated earlier, and

Display
the logical arrangement
and emphasis
of words in print
to ATTRACT attention
and to CONVEY thoughts
quickly and clearly

Figure 6

Figure 6 goes a step farther in display by using an Old English with the roman used in the other examples, to show that a pleasing harmony may be maintained with type faces that are decidedly different. The distinction that contrast of form creates, moreover, is a most powerful display force.

Observe, in conclusion, that in these simple examples the fundamentals of display—grouping words into lines according to sense, grouping the lines according to relation, and emphasis by contrast of size and style of type—have been illustrated.



Pearl E. Oldt, executive secretary of the International Association of Printing House Craftsmen, is shown in his office at 307 E. Fourth St., Cincinnati, with his secretary, Miss Dorothy O'Toole

Craftsmen's International Office Serves 14,250 Members, 101 Clubs

★ The pleasant and conveniently located headquarters of the International Association of Printing House Craftsmen, Inc., are in Room 806, Transportation Building, 307 East Fourth Street, Cincinnati, Ohio. The office is a typical "beehive of activity," as Executive Secretary Pearl E. Oldt, and his secretary, Miss Dorothy M. O'Toole, spend busy days handling the multiplicity of detailed work necessary in the smooth operations of one of this country's largest and most widespread printing organizations.

Ask Pearl, as he is known to a multitude of friends, just what goes on in his office, and he smiles broadly. "The things we're set up to do in this office," he says, "are so varied it's difficult to enumerate them offhand."

"With a total membership of 14,254 as of June 10, 1955, represented in 101 local clubs, it's obvious there's considerable correspondence which must be handled promptly. This office is a clearing house for news and information, and we must keep these moving out promptly and regularly, so that officers and members of local clubs can be kept informed about every phase of International Association activities."

The scope of these activities is indicated by the fact that Craftsmen's clubs are located in cities in practically every state in this country and province of Canada, as well as in Hawaii and South Africa. There also are participating clubs in Helsinki, Finland; Christchurch, New Zealand, and Melbourne, Australia.

Undoubtedly, the most frequent contact of the average Craftsman with the International office is through receipt each month of the magazine, *Share Your*

Knowledge Review, which Mr. Oldt edits. The magazine contains comprehensive reports of International and club activities, together with considerable pertinent information of a technical nature that is helpful to members. Fifteen thousand copies of the magazine are distributed monthly to members, public libraries, and other organizations.

Mr. Oldt also edits *The Monthly Jottings*, of 12 or more pages, and mimeographed in the office. This has reports of the various International officers, committee chairmen and district representatives, along with announcements of upcoming industry-wide events in which local clubs will wish to participate. Four hundred copies of this publication are mailed to officers of all local clubs.



A. E. (Moe to his friends) Price is educational and technical program chairman for the Cincinnati Craftsman's convention. Formerly Cincinnati Club president, he is with Ander Chemical Co.

Another publication, which is mimeographed in and distributed from the Cincinnati office, is the monthly news release of the Public Relations Committee, which usually is of six or more pages. It also is received by officers of all local clubs.

The constitution and by-laws of the International Association, names and addresses of the officers and board of governors, and other pertinent information, are reprinted annually in a booklet distributed from the headquarters office. "The Golden Book of Craftsmanship," which is presented to new members of local clubs, likewise is kept in stock at the Cincinnati office.

Mr. Oldt also distributes copies of 12 mimeographed manuals to local club officers and committee chairmen. These manuals contain information concerning club activities and procedures, and serve as guides to assist local club officers in providing members with informative, interesting programs, along with other information designed to increase the knowledge of Craftsmen working in every phase of the graphic arts.

Another important activity in the International office is the mailing of more than 10,000 technical booklets and folders annually. These are provided by suppliers, and are mailed upon request by members without cost to their recipients.

Mr. Oldt also receives per capita dues from local clubs, which, after an office record is made, are forwarded to the International treasurer. Checks for payment of International bills are made out in the Cincinnati office, from where they are mailed to the International president for his signature, and then to the International treasurer for his signature.

Organized in 1919 in Philadelphia, the International Association depended on the volunteer work of its secretary until 1947. By that time, the activities had so increased that it was considered necessary to establish a permanent International headquarters office with a full-time executive secretary. Cincinnati was selected as the headquarters city, and Mr. Oldt was appointed to his present position in June of that year.

A native of Leona, Kansas, Mr. Oldt graduated from Western Michigan College in 1934, with the degree of Bachelor of Science in Education. In 1942, he was awarded the degree of Master of Arts in School Administration by the University of Michigan.

He is a member of the American Trade Association Executives and the Graphic Arts Trade Association Executives; he is a veteran of World War I, a 32nd degree Mason and a member of the Shrine.

Prior to assuming his present position, Mr. Oldt was a teacher of printing for 27 years, and he served 12 years as secretary of the Grand Rapids Club of Printing House Craftsmen, and two years as the club president.

Lee Augustine, Cincinnati Convention Head, Active in Craftsmen's Interests for Years

Lee Augustine, vice-president of the Printing Machinery Company, Cincinnati, is the general chairman of the 1955 International Craftsmen's convention. Mr. Augustine has been a member of the Cincinnati Club since 1926. His activities in both local and International Craftsmanship have been long and varied. He served seven years as educational chairman of the Cincinnati Club. When the 1935 International convention was held in Cincinnati, he played an important part. On June 28, he was elected president of the Cincinnati Club for 1955-56.

In 1951 the Fifth District of the International chose him as the district's first Outstanding Craftsman. Internationally, he has served as chairman of the Publications Committee and two terms as Representative-at-Large.

Last year Mr. Augustine made an extensive tour of the British Isles and Europe. During his trip he addressed a



LEE AUGUSTINE, one of Cincinnati Club's most stalwart members and active in International Association affairs for many years, is the general chairman of Craftsmen's convention August 7-10

number of printing organizations in Great Britain and visited the printing machinery expositions in Paris and Dusseldorf. He has just returned from IPEX, the British graphic arts exposition.

Mr. Augustine's graphic arts activities are not limited to Craftsmanship. He helped organize and served as first president of the Cincinnati Printers Supply Salesmen's Guild. He has been president of the International Printers Supply Salesmen's Guild for the past year. He is a member of the executive committees of the Education Council of the Graphic Arts Industry, Inc., and the Research & Engineering Council of the Graphic Arts Industry, Inc. He was chairman of PIA's Second Premakeready and Makeready Conference in Cincinnati in 1953.

During World War II, Mr. Augustine organized the Printers' & Lithographers' International Relief Committee and raised funds to send CARE packages to needy printers and lithographers in Europe. In 1953 he assisted the Ohio Sesquicentennial Committee in honoring Ohio's first printer, William Maxwell.

Craftsmen's Convention Committee Chairmen Busy

Every effort is being made by the Cincinnati Club of Printing House Craftsmen to insure a successful, profitable and enjoyable convention of the International Association of Printing House Craftsmen on August 7-10 in the Queen City.

Lee Augustine, vice-president, Printing Machinery Co., the convention general chairman, has appointed committees to handle the varied preliminary arrangements. He reports that these committees have been "highly cooperative" in carry-

ing out their assignments. The committee:

Vice-chairman, Wilbert Rosenthal, S. Rosenthal & Co.; treasurer, Robert E. Thiele, United States Printing & Lithograph Co.; educational and technical program, A. E. Price, Ander Chemical Co.; transportation and sightseeing, Carl Huebner, American Printing Ink Co.; plant visitation, H. Eugene Cramer, Gardner Board & Carton Co.; convention registration, Vern E. Crane, Nessler & Wagner Co., Inc.; exhibits and signs, Robert C.

Wolf, Richardson Taylor-Globe Corp.; printing, H. E. Pracejus, McDonald Printing Co.; souvenirs, George Wagner, Nessler & Wagner Co., Inc.; pre-convention registration, James C. Fergus, Chatfield Paper Co.; arrangements, Owen Sexton, H. Blacker Printing Inks, Inc.; entertainment, George A. Vitt, Wortman Roller Co.; ladies, Mrs. Robert E. Wortman, chairman, and Mrs. H. Eugene Cramer, vice-chairman; and publicity, Mr. Augustine.

Craftsmen's committee chairmen, left to right: seated, R. E. Thiele, Lee Augustine, Wilbert Rosenthal, A. E. Price; standing, second row, Carl Huebner, H. E. Pracejus, George A. Vitt, Robert C. Wolf, James C. Fergus; third row, H. Eugene Cramer, George Wagner, Verne Crane. Not present: Owen Sexton



Over 200 Cities Expect to Observe '56 Printing Week, Larson Predicts

• 1956 Printing Week Kit prepared by Craftsmen's International Committee will contain many aids for local celebration plans

★ Running from one to four months ahead of last year's record breaking celebration, 1956 International Printing Week activities will set a new high performance standard for the industry long before the January 15-21, 1956 dates are reached.

With more than 50 cities already reporting 1956 Printing Week committees in action, it is expected that well over 200 cities will conduct 1956 Printing Week celebrations, as compared to 158 cities which observed the 1955 dates.

The industry-wide International Printing Week program is again being sponsored by the International Association of Printing House Craftsmen with hundreds of national and local graphic arts groups, schools, libraries, newspapers, magazines, etc., cooperating fully and supporting the effort in every possible way. Graphic arts interest in cities not having trade groups is being helped directly by the International Printing Week Committee, with such areas receiving special attention this year.

The *International Printing Week Bulletin*, now reaching more than one thousand active Printing Week workers every two weeks, is edited by Floyd C. Larson, International Printing Week chairman, and contains detailed reports of Printing Week activities from all over the world; included also are experienced direction, guidance and help for all of those interested in promoting Printing Week activities. The *Bulletin* is mailed free, upon request to Mr. Larson at the U. S. Navy Printing Office, Great Lakes, Illinois.

Martin J. Weber Studios of New York City will again produce the large easel-type Printing Week Objectives Poster for the 1956 events, and supplies of these posters along with the annual Printing Week Poster Contest winner will be distributed late in September. Quantities of the posters have been increased over last year's supplies and posters as well as 1956 Printing Week Stamps will be available free from the International Printing Week Committee.

Winning poster and stamp contest designs will be announced this month and distribution of reproduction proofs will be made at the same time. Logotypes of the 1956 Printing Week Stamp, available free through the American Type Founders, Inc., will be available late in August.

Ten thousand Benjamin Franklin pamphlets are being produced and distributed

by the International Printing Week Committee in cooperation with the 250th Anniversary Committee of the Franklin Institute. The Printing Week dates are set annually to coincide with Franklin's January 17th birthday and Printing Week activities are being coordinated with 250th Anniversary programs.

The Greater 1956 Printing Week Kit will set a new high standard this year also. Containing a greatly enlarged collection of the finest material produced by local groups for the 1955 celebration, the 1956 kit will have several new features in the way of additional "Printing Week Helps" for local committees. Due for distribution on Oct. 1, the kits will go to all local Printing Week chairmen as well as to graphic arts workers in unorganized cities.

Publicity material has been reorganized and rewritten. Additional suggested Printing Week proclamations are to be distributed in August. Radio, television, newspaper, and magazine announcements, articles, and news releases will be distributed with the kit. Printing Week speech material will be distributed in almost double the quantity available last year. The selection of a 1956 Printing Week Queen is currently in progress. "Miss Printing Week" will be announced in September with appropriate photographs scheduled for immediate distribution with the announcements. Color negatives of "Miss Printing Week" will be available again this year for color newspaper supplements.

While current local activity is centered on naming the 1956 Printing Week chairman and getting other committee assignments made, several of the larger cities are forming permanent Printing Week councils. Los Angeles, Cleveland, and New York are leading the way in the acceptance of the Printing Week program as a full scale industry-wide effort and are establishing sound financial arrangements and operating cooperative permanent organizations to manage Printing Week affairs.

The International Printing Week Committee offers promotional material of all kinds, guidance in organization and activities, a Speakers' Bureau furnishing top talent, film listings and speech material for local speakers, printed matter for local distribution, and International Committee publications.

The following members of the International Printing Week Committee are



FLOYD C. LARSON, Printing and Publishing Officer for Navy at Great Lakes, Ill., is serving second year as International Printing Week head

located throughout the country to assist local printers and groups in their 1956 efforts:

First District: S. Phillip Hallgren, Conn. General Life Insurance Co., 55 Elm St., Hartford 6, Conn.; Second District: Edwin J. Finlayson, Utica Engraving Co., 808 Union St., Utica, N. Y.; Third District: Marcel Denis, Canada Envelope Co., 2150 Oxford Ave., Montreal 28, Canada; Fourth District: Walter G. Sulzer, Jr., Interchemical Corporation, 3435 W. Leigh St., Richmond 3, Va.

Fifth District: Ray B. Keller, Hammermill Paper Co., Erie, Pa., and Byron W. Faust, Direct Mail Letter Service, Inc., 520 S. Michigan St., South Bend 1, Ind.; Sixth District: Earl S. Ellis, Western States Envelope Co., 1616 W. Pierce St., Milwaukee 46, Wis.; Seventh District: M. J. "Jim" Duffy, Printers' Supply Mart, 818 Carondelet St., New Orleans 12, La.

Eighth District: Milton C. Voertman, Concordia Publishing House, 3558 S. Jefferson Ave., St. Louis 18, Mo.; Ninth District: George D. Holland, Hilburn Printing Co., 526 S. Jennings St., Fort Worth, Tex.; Tenth District: Ronald B. Renny, Craftsmen Press, 2030 Westlake Ave., Seattle 1, Wash.

Eleventh District: Sanford F. Schoenfeld, Zellerbach Paper Co., 534 Battery St., San Francisco 26, Calif.; Twelfth District: Benjamin Brown, Jr., Long Beach Litho, Inc., 1345 Cota Ave., Long Beach 13, Calif.; Fourteenth District: Vincent D. Kassube, 1995 E. East Nevada St., St. Paul, Minn.

Cincinnati Craftsmen Trying to Settle Founding Date of Club

★ Members of the Cincinnati Club of Printing House Craftsmen are currently engaged in efforts to solve a riddle!

When was the club organized?

The question was first raised in the April, 1955, issue of *Craftsmen's Impressions*, the monthly publication of the club. According to an article in that issue, Harold Blacker, president of H. Blacker Printing Inks, Inc., and Lee Augustine, vice-president of Printing Machinery Co., were talking one day when Mr. Blacker remarked that he had been a Craftsman since 1920, and had attended the fourth International convention in 1923 in Buffalo, N. Y.

This article aroused considerable interest, and letters have since been received from a number of old-time members. One of the most informative of these was from Walter G. Sulzer of the Printing Ink Division of Interchemical Corp., who wrote in part:

"As near as I can remember, the year was either 1915 or 1916, and I am inclined to believe it was the latter. The meeting was held at the Hotel Gibson, in one of the private rooms on the second floor. The names of the charter members were as follows:

"John Kyle, superintendent, Crowell Publishing Co.; Ted Dorl, assistant superintendent, United States Printing & Lithograph Co.; Jim Kelly, superintendent, United States Printing & Lithograph Co.; Al Wesselman, in sales, Richardson Paper Co.; Jim Sullivan, one of owners, Sullivan Printing Co.; Henry Gilbert, superintendent, Waterproof Paper & Board Co., and Walter Sulzer, Ault & Wiborg Co. The only living members of this group are Al Wesselman and myself."

Another long-time member, Carl A. Huether of American Printing Ink Co., has reported that he became a member on a "rough, cold winter night" in 1918, and "they held up the meeting awaiting the arrival of John Kyle, who always came down from Springfield, O. This has led me to believe that he might have been president of the club at that time."

The very evident interest indicates that the riddle eventually will be solved, and more detailed information about the club's founding and early history will be written into the records.

But there is definite evidence that the club, during its early years, had officers who were vitally interested in developing and maintaining the Craftsmen's objective: Share Your Knowledge. This interest is indicated in a printed copy of the club's program for the entire year of 1918, which now is framed and on dis-

play in the International headquarters at 307 East Fourth St. in Cincinnati.

Most organizations, 37 years ago, were content to arrange their programs on a meeting-to-meeting basis, but these early Cincinnati Craftsmen broke with this tradition by setting up the entire year's pro-



Ken Cramer is past president of the Cincinnati Club. He's district manager of Ideal Roller & Mfg. Co., is a past Fifth District Representative

gram in advance. And it is evident that the program chairman was not content to arrange mediocre programs, but, instead, sought and obtained the "best brains" then available in the printing industry.

Likewise, the subjects were of vital importance to the Cincinnati Craftsmen of

that period, and it is to be assumed had considerable bearing in establishing a permanent club policy which has continued to the present. This policy is to provide the members at their monthly dinner meetings in Hotel Alms with outstanding speakers who are thoroughly familiar with their subjects, and who can present them in a manner to provide their listeners with useful and usable information of value in day-to-day work.

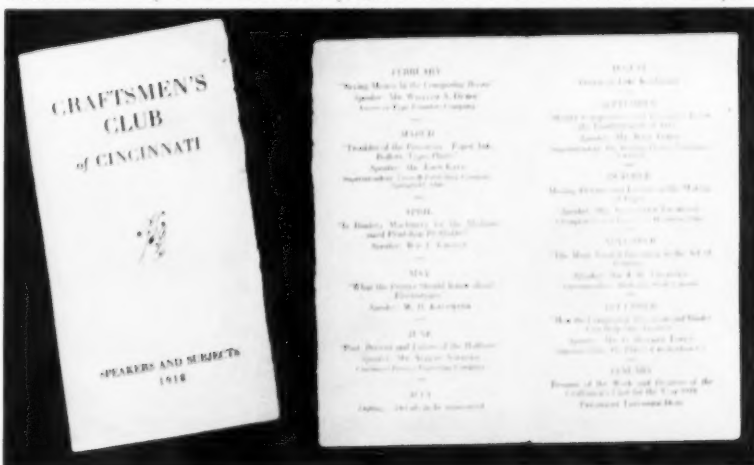
Also, several times each year, club members visit some of the outstanding printing plants in Cincinnati and neighboring cities, where the conducted tours enable them to pick up considerable valuable information which they can apply in their own plant operations. Other activities include an annual community observance of Printing Week that provides considerable local and national publicity, an annual family Christmas party, and an annual midsummer outing.

Through the years, the Cincinnati Club of Printing House Craftsmen has been fortunate in having members well qualified and willing to assume the duties of officers. As a result, the club has continued to grow and to make important contributions to the steady advancement of the printing industry not only in Cincinnati but wherever Craftsmen are organized.

Because of this long-time policy of maintaining the highest ideals of Craftsmen, plus a willingness to "pitch in and get the job done in the best possible manner," it was to be expected that when Lee Augustine, general chairman for the 36th annual convention of the International Association, appointed his convention committees from among the club's membership, they would "pitch in" in a whole-hearted manner.

As a result, the club members are unanimous in believing they have arranged a convention program that will be recorded as one of the most outstanding ever set up.

An interesting memento of the early days of the Cincinnati Club of Printing House Craftsmen is this framed copy of the club's program for the year 1918. It hangs in the headquarters office of the International Association of Printing House Craftsmen. A reading of the subjects discussed indicates that many of the then-current problems continue to face Craftsmen after 37 years



A Tribute to Achievement

Let's again give credit where credit is due—to the District Representatives of the International Association of Printing House Craftsmen, who spend their own time and effort (and cash) in behalf of the various Craftsmen's Clubs, holding them together and organizing new groups, keeping clubs alive and alert. The work is plentiful; glory and acclaim little. To them we owe thanks

HARRY M. FAUNCE (First District) is in the 37th year of his printing career. For some 25 years he has been a live-wire member of the Boston club, serving numerous terms on the Board of Governors and in all positions on the officer roster. As a past president, he continues to work for the welfare of the club and the industry. He heads the club's special education committee and is active in promoting graphic arts education and apprentice training in the Boston area. He is a member of the Society of Printers, the Book-builders Club and the Boston Advertising Club. Harry started on his way to craftsmanship as an apprentice in 1918 and worked on the production side "with both hands," as he puts it, for 16 years. He was composing room foreman, assistant superintendent, and superintendent in various plants. He switched to the selling side in 1934 by joining Rumford Press, Concord, N. H., and being assigned to its Boston sales office. That's where you'll find him when he's not putting around in his flower garden.

WILLIAM H. HAMMEL, JR. (Second District) is a member of the Newark (N. J.) Club, which he is serving as financial secretary and a board of governors man. As deputy district representative during the past year, he visited several clubs in his sector and served as assistant chairman of the combined Second and Fourth District Conference. He is the current president of the Second District Officers Association. Bill is a past officer of the Newark Salesmen's Guild and a member of the Graphic Arts Square Club in New York City. He is also a member of the Master Printers Association of Newark and Vicinity. He spends his working time as plant manager of Bingham Brothers Co.

ALFRED V. HOLLAND (Third District) manages the London Life Insur-



Harry M. Faunce (1st)



William H. Hammel, Jr., (2nd)



Alfred V. Holland (3rd)

ance Co. printing department in London, Ontario. He served his apprenticeship in the *London Free Press* composing room. The London Club honors him as its charter president, and the District paid him further tribute by naming him Outstanding Craftsman of the Year. Alfred was a major in the Royal Canadian Engineers during World War II. He commanded the Litho Map Reproduction Unit, North-West Europe Theatre, and was awarded an M. B. E., Mention-in-Dispatches citation. When he comes home from work, he is greeted by his wife and two daughters. He's a hobby-time sailor, photographer and woodworker.

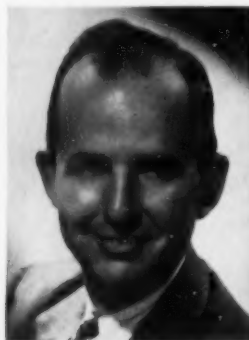
GENE DAVIS (Fourth District) looks back on 30 years of experience in the printing ink field. His business career began in 1924, when he became a clerk serving the Philadelphia branch of the Queen City Ink Co., which later became part of the Printing Ink Division of Interchemical Corp. Gene was promoted to the sales staff in 1927 and has been manager of the Philadelphia branch since 1943. His Philadelphia Club membership runs back 20 years. During that period he was an active member of several committees and Deputy Fourth District Representative for the 1951-52 and 1952-53 terms.

CARL H. LARSEN (Fifth District) served as deputy representative for two years before he became District Representative. In 1925, he began eight years of service for Universal Engraving &

Colorplate Co., Cleveland. Then came six years of advertising work for Osborn Mfg. and Warner & Swasey Co., and two years in Petrequin Paper sales promotion. He joined the Cleveland Club soon after becoming associated with Braden Sutphin Ink Co. in January, 1946. When he was transferred to Indianapolis three years ago, he became an active member of the Indianapolis Club. His hobbies are tickling the piano ivories and following his golf tee-offs wherever they lead him.

EARL S. ELLIS (Sixth District), sales manager of Western States Envelope Co., Milwaukee, started there as a stockroom assistant in 1932, served in various production posts before he handled sales in Michigan and Indiana, and was Milwaukee sales representative until he became production coordinator in 1945. Earl is a past president of the Milwaukee-Racine Club and its Past Presidents' Club. He's a member of the Sales Executives Association of Milwaukee. Father of four sons, he still participates in Boy Scout work as chairman of an Explorer unit. On the sports side, he's an ardent Milwaukee Braves baseball fan, captains Western States Envelope's bowling team, does spare time fishing, hunting, gardening, golfing. He plays basketball twice a week at the Elks Club, and is looking forward to the annual fishing trip to Canada with his boys right after the convention.

A. FRANK CHEATHAM (Seventh District) is a native of Atlanta, Ga. Finishing his formal education when he was graduated from Tech High in 1928, he entered the printing industry on the ground floor as an apprentice in the pressroom of Dittler Brothers, Inc., in his home city, and worked his way up the ladder to service as pressroom foreman and then plant superintendent. He joined International Printing Ink in 1950 as sales representative covering Georgia and South Carolina, working out of the Atlanta Branch. Frank is a charter member of the Atlanta Club and was its president in 1944. He is also a member of Printing Industry of Atlanta, Georgia Printers Association, Atlanta Chamber of Commerce, the Masonic fraternity, Atlanta Elks Club, and Cascade Methodist Church. He's the proud father



Eugene H. Davis (4th)



Carl H. Larsen (5th)



Earl S. Ellis (6th)



A. Frank Cheatham (7th)



Alvin H. Prucha (8th)



Troy M. Ogilvie (9th)

of two sons. His hobbies are Craftsmanship and selling printing ink.

ALVIN F. PRUCHA (Eighth District) was born in Cedar Rapids, Iowa, 48 years ago. He received an Iowa State College B. S. degree in electrical engineering in 1930. After three years of work for American Telephone and Telegraph, he was a Linotype operator for his father from 1935 to 1942. He served in the U. S. Signal Corps for three years and came out with the rank of captain. In 1946, he and his brother set up Service Press Co. as a partnership. Al is office manager. He came up the Cedar Rapids Club line from secretary-treasurer, for its first two years, to the presidency in 1952.

TROY M. OGILVIE (Ninth District) has been a member of the Dallas Club since 1929. He has been interested in everything that affects any part of the graphic arts industry. As an associate member of the Dallas Club, he has served three two-year terms as a member of its board of governors and on numerous committees. He was elected Ninth District Representative in Houston in 1954, and has visited every club in the district this year. He installed the new officers in Houston in February and new officers in Dallas on June 10. He helped to prepare and conducted the Ninth District Conference in Fort Worth June 3-4. Troy has been a paper salesman all his adult life. He worked for Graham Paper Company for seven and a half years and has been sales manager for the Olmsted-Kirk Company for the past ten years.

RAY F. PHILLIPS (Tenth District) is a partner in the firm of Ward & Phillips, Ltd., Vancouver, B. C., and is in charge of production. He prepared the program and presided over the Tenth District Conference in Seattle last March. He joined the Vancouver Club in 1946 and became its president in 1951. He is a graduate of the Vancouver Technical School, and served his apprenticeship with Ward & Phillips. He is a member of the International Printing Pressman's and Assistants Union.

P. D. NIELSEN (Eleventh District) is manager of research and engineering for the Pacific Division of Moore Business Forms, Inc., in Emeryville, Calif. He took over this assignment about two years ago. He has made large contributions to the

promotion of the design and production of some of the most modern business form equipment, and his company often seeks his expert advice concerning the relationship between product specifications and manufacturing. His activity in Craftsmanship affairs has taken him through all official chairs of the San Francisco Club, and he has served as an International Association chairman in his district three times. Pete's memberships include the Lithographic Technical Foundation and the Research and Engineering Council of the Graphic Arts Industry.

GORDON T. MATSON (Twelfth District) succeeded Blair Lord last year as the Twelfth District Representative. He is a past president of the Los Angeles Club of Printing House Craftsmen and is also a past president of the Trade Compositors and Typographers of Los Angeles. He is the owner of the Modern Typesetting Company in Los Angeles.

HERBERT THRELFALL (Thirteenth District). Thirteen was not an unlucky number for Herbert Threlfall a half century back. The Thirteenth District is lucky to have as its representative a craftsman who was 13 years young when he was a "bound-out" apprentice in England, the land of his birth. One of the outstanding features of the Threlfall career was his five-year service as International secretary. He was the last elected official in that office. He is also known far and wide as editor of *Craftsmen's Crier* for 11 years. Mr. Threlfall is a charter member of the Providence Club, and has served as secretary, educational chairman, vice-president and president. He heads the John F. Greene Co. of Providence, R. I.

W. FREDERICK ALLEN (Fourteenth District) first saw the light of day in 1907. He graduated from high school in 1925 and entered the photoengraving business as a color etching apprentice for Brigidens of Winnipeg, Ltd., catalog house. He spent 19 years there until World War II, when he was an inspector of bomber plane production. He served in all offices of Local 37, Photo Engravers Union, and joined the Craftsmen's movement in 1936. He has been Winnipeg Club president, taken an active interest in club affairs at all times, and attended most of the International conventions since 1940. Despite all the above activity, he found time in 1938 to acquire a wife, Ruby Orris of Winnipeg. They now have two daughters and a son. In 1945, he joined Rapid Grip and Batten, Ltd. as engraving department superintendent.

Mr. Voiland's sketch appears on p. 97



Ray F. Phillips (10th)



Peter D. Nielsen (11th)



Gordon T. Matson (12th)



Herbert Threlfall (13th)



W. Frederick Allen (14th)



Ferd Voiland, Jr. (Rep.-at-Large)

Cincinnati Among Top Ten Cities in Graphic Arts

Queen City's printing industry dates back to 1793 when William Maxwell started newspaper and print shop. Now there are nearly 300 firms, over 12,000 employees

★ When members of the International Association of Printing House Craftsmen gather in Cincinnati next month for the 36th annual convention, they will be meeting in a city steeped in the traditions and atmosphere of the printing industry. The Craftsmen will find themselves among a large local group of their fellow members who pride themselves on extending the hand of welcome to insure a pleasant and profitable visit to the Queen City.

The printing industry has had a long and dramatic existence in Cincinnati, and has played a major part in the city's growth and development from a log cabin settlement in 1788 to its present status as one of this country's important industrial, business, educational—and printing—centers.

The broad and important scope of the printing industry in Cincinnati is indicated by brief statistics: Nearly 300 firms with about 12,000 employees, who receive nearly \$40 million annually in salaries and wages. The city ranks among the first half-dozen in the country in output of printed matter.

This output includes virtually every type of printing, including such diversi-

The A. H. Pugh Printing Company is another of oldest printing plants in Cincinnati. Founded in 1830, it's still owned, operated by Pugh family



U. S. Printing and Lithograph Co. is one of Cincinnati's largest plants, has just bought McCandlish Lithograph Co. of Philadelphia, and has six other plants in East and Midwest and one in California

fied products as newspapers, magazines, maps, gift wrapping paper, greeting cards, playing cards, a wide diversity of labels and advertising materials, maps and books on such subjects as law and medicine, along with a wide range of all types of school textbooks.

This forefront position in the printing industry began on November 9, 1793, when William Maxwell started publication of *The Centinel of the North-Western Territory*. It was difficult to obtain both newsprint and type in those early days, but Maxwell also experienced other difficulties; they were indicated in the following unique advertisement in the issue of July 4, 1795:

ONE DIME REWARD

for taking up the runaway

Ran away from the fubcriber on the 20th infant, a lad of about 19 years of age, five feet, seven or eight inches, light flender made and very active, has a remarkable down look, named Benjamin Stokes, an apprentice to the printing bufinefs. It is unnecessary to defcribe his clothing, as he is a notorious villain and probably has changed them.

W. MAXWELL

Cincinnati, May 21, 1795.

The size of the reward indicated that Maxwell didn't consider the loss of his helper much of a handicap in getting out his weekly newspaper.

In 1809, the Cincinnati newspapers began using woodcuts for their illustrations, and by the Civil War era, "on the spot artists" began turning out wood-cut line drawings, with halftones coming into use in the 1890s.

As elsewhere, the early Cincinnati weekly and semi-weekly newspapers were drab affairs, depending for their news largely on the mails and reports by visitors. But in 1826, when the city boasted 15,000 population, the first daily west of Philadelphia, the *Commercial Register*, started publication. Ten years later, the *Cincinnati Gazette* installed new equipment which permitted the printing of 750 papers per hour, or three times as many as had been possible previously.

In its Christmas issue of 1856, the *Cincinnati Dollar Weekly Commercial* extolled the invention of Richard Hoe. Proud of its \$15,000 Hoe press, the paper boasted that "the four cylinder press in our cellar was the first, and is thus far, the only specimen of Hoe's substantially glorious invention in the west, no paper but the *Cincinnati Commercial* having at-

Members of Rosenthal family, who own S. Rosenthal & Company, have been active for many years in city's various printing organizations



THE INLAND PRINTER for July, 1955

tained a circulation requiring such fine facilities."

But the Midwest was being settled rapidly, especially by immigrants from European countries. Many of these were skilled printing artisans, and it was only natural that they would reestablish their industries in Cincinnati, where so many of them settled.

One of these was George Gibson, his wife, five sons and two daughters, who left Scotland in early 1850. Gibson had operated a small home-shop lithographing and copperplate engraving business in England, where his five sons had become adept in the lithography process.

Arriving in this country with a French-made lithograph press, the family journeyed west to Detroit, where one son found employment in a lithographing plant. The others came to Cincinnati. Here, the other four sons decided to establish a printing business, while the parents and daughters moved on to St. Louis.

With the tiny press, the youths, from 12 to 23 years of age, began business as Gibson & Co. Today, the Gibson Art Co. is widely known as one of the world's leading printers of greeting cards.

Many other Cincinnati printing establishments had equally humble but sound beginnings. Among them is the Methodist Publishing House, now more than 133 years old; the American Book Co., which began business in 1834, and the A. H. Pugh Printing Co., founded in 1830, and still owned by the Pugh family.

That Cincinnati was moving into a forefront position in this country's printing industry is indicated in a city history published in 1851. This listed 15 book-

binding establishments, 14 engraving concerns (of which eight turned out woodblock and six made steel and copperplate engravings), and 12 publishing houses of booksellers. These plants had 640 employees, and their annual production was valued at \$1,246,540.

While there naturally were more or less formal gatherings of the proprietors of Cincinnati printing firms during the 19th Century, the first formal organization of record was the Cincinnati Typothetae in 1888. Minutes of its early meetings no longer exist, but the members maintained meetings more or less regularly through the following years, eventually to become a strong, well-knit organization for the advancement of the best interests of the printing industry in the Queen City.

About 1948, the name was changed to the Graphic Arts Association of Cincinnati, Inc., and its present officers are: president, John E. Hennegan, Hennegan Co.; vice-president, Alfred M. May, Alfred M. May Co.; treasurer, R. W. Bohnett, Bohnett Co., and managing director, E. P. Rockwell. There are 125 members.

Sometime before 1918, the Cincinnati Club of Printing House Craftsmen was organized, and it has since developed into one of the most important and influential of the printing groups in the city. Its new officers, elected June 28, are president, Lee Augustine, Printing Machinery Co.; first vice-president, Verne E. Crane, Nesler & Wagner Co.; second vice-president, George A. Vitt, Wortman Roller Co. Luther Engle, Richardson-Taylor-Globe Corp., was reappointed as secretary-treasurer. The Cincinnati Club has 330 mem-



JOHN E. HENNEGAN is president of Graphic Arts Association of Cincinnati; E. P. ROCKWELL is managing director. Membership totals 125



WILLIAM E. STAUDT (right) is president of Cincinnati Litho Club; ERIC C. NIELSEN is president of 18-member Miami Valley Lithographers Assn.

bers, making it the largest club in the Fifth District.

In 1921, the Miami Valley Lithographers Association was organized, and the present officers are: president, Eric Nielsen, Nielsen Lithographing Co.; vice-president, Karl C. Detwiler, United States Printing & Lithograph Co.; secretary-treasurer, William T. Stevenson, Stevenson Photo Color Separation Co., and executive secretary, Mr. Rockwell. There are 18 member firms.

The Cincinnati Litho Club was organized in 1945, and has since been active in promoting this phase of the printing industry in the city. Its present officers are: president, William E. Staudt, Jr., Young & Klein, Inc.; vice-president, D. G. Flanagan, Korb Lithographing Co.; secretary, Peter Schannes, Mail-Way Advertising Co., and treasurer, Thomas Lacker, Advance Decalcomania Co. There are 85 members.

A natural result of the development of Cincinnati as a printing center was the early establishments of ink making plants, of which there are now 19, including branch plants. The Cincinnati Association of Printing Ink Makers was organized in 1940, and present officers are: president, Robert E. Schwarm, Schwarm & Jacobus Co.; vice-president, Owen Sexton, H. Blacker Printing Inks, Inc., and secretary-treasurer, Elmer Johanegan, Quality Printing Ink Co.

During recent years, there has been some movement of Cincinnati printing plants to suburban locations because of the parking problems and other factors. But practically all of the plants, whether within the city or in suburban locations, are easily reached.

This beautiful, modern building contains the plant of Hennegan & Company in Cincinnati. John E. Hennegan is president of the Graphic Arts Association of Cincinnati with 125 printing plant members



Graphic Arts Employment Service Provides Executive Manpower

Craftsmen visiting Cincinnati for their 36th annual convention, Aug. 7-10, may be interested to note that the city is the birthplace as well as the location of the graphic arts industry's only nationwide executive employment service. Organized in March, 1952, the Graphic Arts Employment Service at 307 East Fourth Street has been pioneering a new service for the industry.

The Graphic Arts Employment Service specializes in filling and securing positions for executive personnel for the industry whose name it bears. It operates nationally.

Miss Helen M. Winters has been manager of the organization since its inception. "We began a business a little over three years ago with only one employee," she said. "Now we have a staff of three. It has been a tremendous task introducing our service on a national scale. The graphic arts industry is so large, so widely scattered and divided into so many sub-types that it has been very difficult to 'institutionalize' our service. We serve all branches of the industry—letterpress, offset-litho, gravure, silk screen and all the allied and associated fields.

"Applicants in the capacity of foreman or higher are served. The applicants are classified as executive, supervisory, sales, or technical. All assignments are strictly confidential."

A graphic arts executive seeking a position and using the service must do several things. First, Miss Winters explained, he



HELEN M. WINTERS is personable young manager of Cincinnati's Graphic Arts Employment Service, unique for supplying executive needs

signs a contract obligating himself to pay the service fee if placed. The fee is on a graduated scale based on the first year's salary. Because the service is specialized, the fee is higher than that charged by an ordinary agency. Second, the applicant fills out a form giving complete personal and employment history. Third, he furnishes copies of a resumé with photos.

Miss Winters said her biggest problem is with applicants who place a definite restriction on where they will locate. Many job hunters will not go to large cities, particularly Chicago and New York.

An employer seeking executive personnel through the Graphic Arts Employment Service is asked to furnish complete information about the open position.

The Graphic Arts Employment Service is licensed by both the state of Ohio and the city of Cincinnati and is a member of the National Employment Board, Ohio Private Employment Agency Association, Inc., and Cincinnati Private Employment Agency Association.

Miss Winters said that industry personnel shortages exist in offset-litho pressroom supervisors, estimators, and salesmen. A bulletin listing some of key personnel available is sent, at intervals, to graphic arts employers.

For applicants, the employment service has available a condensation of an article from *Changing Times*, the Kiplinger magazine, entitled, "If You Are Job Hunting, Should You Use an Employment Agency?"

Special International Committee Chairmen

They also serve—but they do not sit and wait! Among the most important members of the International's official family are the Craftsmen who are chairmen of the various Special International Committees. Next to the elected and appointed officers of the International Association of Printing House Craftsmen, these committee chairmen are among the most active in the organization:

Advisory Council, Gracie Oakes, Chicago; Club Bulletin Service, Tom Tierney, Boston; Club Programs, James Ross, Montreal; Constitution and By-Laws, Alfred T. Peters, Utica, New York; Coordinating, Howard N. King, York, Pa.; Graphic Arts Education, Byron G. Culver, Rochester, N. Y.

International Historian, Milton Horn, Fort Worth, Tex.; Participating Memberships, Harry B. Friedenberg, Detroit; Printing Week, Floyd C. Larson, Great Lakes, Ill.; Safety, Peter J. Bernard, New York; Supervisory Training, William Gutwein, Louisville, Ky.; *Share Your Knowledge Review* Advisory, A. R. Tomasini, Berkeley, Calif.

Sixth District Society Organized

Earl Ellis of the Milwaukee-Racine Club is the new president of the Sixth District Society of the International Association of Printing House Craftsmen. First vice-president is Ed Thomas of the new Fox River Valley Club, and second vice-president is Ray Reynolds of the Rock River Valley Club. Jack Miller of Milwaukee-Racine Club is secretary, and Harold E. Sanger, newly-elected president of the Chicago Club, is treasurer.

A Prayer for Craftsmen



Give us to possess, O Master of all Craftsmen, the true spirit of Craftsmanship; that the work we do shall come from the joy of doing it; that we may learn to cherish our chosen

work more highly; that we may be enlightened to the better use of our hand and the tools you have given us; that we may more nobly carry on the tasks begun by your workers of the past; that we may be loyal to the ideals of those workers and true to the tasks you have given. This we ask, O Master of all Craftsmen, that our beloved craft may live and flourish into all eternity to the benefit of all people.

1955 Album of Club Presidents

of the
International Association of
Printing House Craftsmen



★ The Inland Printer is pleased to present this twelfth annual album of local club presidents. The portraits are arranged alphabetically by clubs. Three presidents and officer lists had not been received by June 27 closing date.

ADIRONDACK



DON SEELOW, lead-off man on the Adirondack club slate, got up there by way of the vice-presidential posts. His after-work course to club sessions starts from the Amsterdam Printing & Litho plant. Charles Snyder moved one step up to first vice-presidential duties. Carl Cramer, new second veep, passed the treasury to Bob Singer. Edward Antis is secretary.

AKRON



KENNETH M. HINEY, SR., heads a brand-new Akron club, organized just a few weeks ago. In getting the new group under way, he's being helped by Robert A. Hoffman and George K. Strausser, first and second vice-presidents. Robert A. Trushel plays a dual role as secretary-treasurer. Leonard Pollina, Clarence Rohrick and Michael Haynes are board members.

ALBANY



GERALD WOLFGANG of Hudson Valley Paper Co. is Albany (N. Y.) Capital District club's president. Veepmen are William Sauer of New York State Labor Department, and Harry Offricht, Caslon Press, Delmar. John J. O'Hagan, treasurer, is with Williams Press. Financial secretary, Samuel Simmons, Regal Art Press in Troy. He was reelected. So was recording secretary James Handford.

ALBUQUERQUE



GEORGE W. JACKSON of New Mexico Engraving Co. took over the chief post in the Albuquerque club following Wayne C. Boring's reign. Assisting George in the vice-presidential office is Leon Ulrich, a reelected officer, who spends his duty hours with Jones Graphic Supply. M. J. Cathey of Case-Thompson Printing Co. took over Ernest DeValk's office and serves as secretary-treasurer.

ANTHRACITE



KENNETH J. CRANE was chosen to carry on as chief guide of the young Anthracite club in Scranton, Pa. Ken uses his printing skills for the welfare of Haddon Craftsmen. Jack Thomas, first vice-president, is a Thomas Printing craftsman. C. R. Wolever, second veep, is with Eureka Specialty Printing. So is Robert Hender-shot, who is secretary. Forest Watkins is Anthracite treasurer.

ATLANTA



R. BRUCE BOWERS of Superior Printing was raised one step to become Atlanta club topman after Sol Malkoff's term. John D. Hutcheson and George W. Russell, both of John H. Harland Co., are the vice-presidents. L. P. Prince, Bryant Lithographing, recording secretary. Gilbert Bachman, Dittler Brothers, membership secretary. Treasurers: Frank M. Child, Jr., Conger Printing.

AUSTIN



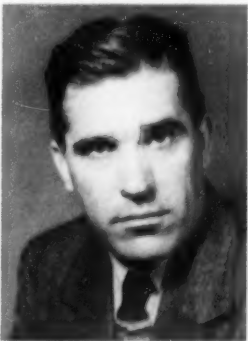
VANCOURTRIGHT WALTON hails from the University of Texas Press and spends a good share of his off-work time spearheading the activities of the Austin Club, whose immediate past president is Johnny Jones. Also working on this club's topside are Fred M. Olson, vice-president, who keeps daytime busy at the Crawford-Penick plant, and Rex Bedain of Whitley Printing Co., secretary.

BALTIMORE



ROGER B. T. WILLIAMS rated another term as chief official of the Baltimore club. He's a Pridemark Press man. New entry on this roster is Clarence Price, Publication Press, second vice-president. From that place Linotype Composition's Bruno Woernle moved up to the first vice-presidency. Secretary, Jack T. Pluher of White-Rose Paper. Treasurer, Albert A. Getz of Schneidereith & Sons.

BOSTON



FRANCIS J. TOMINEY, advertising manager of New England Printer & Lithographer, was elected to succeed William J. Leahy of Wild & Stevens as major domo of the Boston club. Morris Greenbaum, American Gumming Co., and Albin R. Johnson, Jr., Tileston & Hollingsworth, are the Bay State Craftsmen's vice-presidents. Edward J. Kelley of Daniels Printing Co. is secretary.

BUFFALO



WILLARD H. HERBOLD, leading the Buffalo club roster, is with Herbold Printing. Vice-presidential tasks are done by Charles H. Freytag, Erie County Savings Bank, and William Hodgson from Buffalo Printers Supply. Lester J. Flammer, Bates-Jackson & Co., succeeds Bill Hodgson in the secretarial sector and Rodney H. Orcutt of A. R. Koehler Electrotype was named treasurer.



CALGARY



L. C. DUFF has charge of activities at the Calgary club in Alberta. He's with Duffoto Process Co., Ltd., and he took over his club post from former president, James Moulding. Vice-presidential tasks are now the responsibility of E. Keene, who is with the stationery department of Burns & Co. Secretarial duties are handled by H. McKim, a school printing instructor.

CAPE TOWN



JOHN JAMES TRAINI leads the three-cornered slate of officers elected by members of the Cape Town club in South Africa. John's on-the-plant-job hours are spent with Marianna Press, (Pty.) Ltd. His presidential predecessor was John F. Aiken. Lindsay Barrett of National Display Service, (Pty.) Ltd., is vice-president. Secretary-treasurer Redvers V. Sweet serves Spicers (South Africa), Ltd.

CEDAR RAPIDS



PETE TODD of Service Press Co. is Cedar Rapids club ringmaster. In the vice-presidential berth he came up from is Carl B. Prabel, Jr., of Acme Greeting Card Co. Former treasurer Edward V. Dengler, Carpenter Paper Co., is second vice-president. New treasurer: Charles T. Werner, Iowa Electric Light & Power Co. Dale E. Hinrichs of Lefebure Corp., is Cedar Rapids club secretary.

CENTRAL PA.



R. RANDOLPH KARCH of Yellow Breeches Press and Department of Public Instruction, Harrisburg, is reelected leader of Central Pennsylvania club, now in its second year. Vernon L. Spencer, Camp Hill Art Press, is the first veep. Second is Samuel L. Sprecher of J. Horace McFarland Co. Secretary, Richard Hugendubler, Telegraph Press. Benjamin Loewengard is treasurer.

CHARLOTTE



W. ALFRED McCULLOCH of Economy Printing moved into the president's chair at the Charlotte, N. C., club after serving last year as first veep. Occupying that office now is Otto Haas of Old Dominion Box Co., while Thomas M. Higgins of Washburn Printing Co. is second vice-president. Secretary is Bill Evans, financial secretary is Elmo Buchanan, and Joseph Lagana is treasurer.

CHICAGO



HAROLD E. SANGER, Marshall High School printing instructor, heads the Chicago club. Serving as his vice-presidents are Lowell E. Dummer of Bruce Offset Co. and Edward M. Egan of 20th Century Press. Treasurer is John A. Radziewicz of Service Printers. Frank Swanberg of Spiegel, Inc., is financial secretary, and Gordon W. Wilson of Western Newspaper Union, records secretary.

CINCINNATI



LEE AUGUSTINE has just moved into the top post of the Cincinnati club. He's with Printing Machinery Co. As his first assistant, Cincy members chose Verne E. Crane of Nessler & Wagner Co. Second vice-president is George A. Vitt of Wortman Roller Co. Luther Engle of Richardson-Taylor-Globe Corp. was picked by Cincinnati Craftsmen for another term as secretary-treasurer.

CLEVELAND



ARTHUR W. HOGLING is president and general manager, Western Newspaper Printing and Matrix Co. Cleveland vice-presidents include Lee Kornel, printing service supervisor, Nela Press, General Electric; C. E. Weaver, printing department manager at Ohio Farmers Insurance Co., LeRoy. Richard Werner is the secretary. Treasurer W. R. Swearingen is with Central Electrotype.

COLUMBUS



A. W. BALLANTYNE is manager of Gurin-Rapport Central States Division. Columbus club's first vice-president is Roy Shirley of Watkins Printing. Second vice-president: George Browne of Universal Printing. Secretaries are Albert E. McNulty, ad manager of Worthington News, and Dudley Yeager, Yeager Offset Supply sales manager. Treasurer Charles Grehl is with Lewis Roberts, Inc.

CONNECTICUT VALLEY



JOHN W. FULLER again heads the Connecticut Valley club. He's a craftsman for Home City Electrotype Works. His two vice-presidents, also reelected for another term, are Frank Gruen of Diamond Match Co. and Walter Dulak of Sinclair & Carroll Co. New man on the list this year is William Kelleher of Bingham Bros. Co., who is secretary-treasurer. All are from Springfield, Mass.

DALLAS



ROBERT L. STOVALL, gavelman whose knock-knocks start sessions of Dallas club on their knowledge-sharing way, plies his craft for Jaggans-Chiles-Stovall Co. John D. Ellis of Ellis Bindery, secretary-treasurer last year, was advanced to the vice-presidential slot that Bob filled. Mark Carothers, from the Printing Department at First National Bank of Dallas, is secretary-treasurer.

DAYTON



HORACE J. STEPHENS of the J. W. Johnson Printing Co. has the help of this Dayton club vice-presidential trio: Robert Hull, Jr., the Hull Paper Co.; Dillen H. Gaskill, Dayton Typographic Service; Norval Dean, Egly Register Co. Carl H. Harner of the Egly company is treasurer. Howard Massman of John H. Patterson Cooperative High School is the club's secretary.



DES MOINES



PETER J. MANNO of Tension Envelope Corp. moved up to take over the Des Moines club top spot, and Howard Swan, Meredith Publishing, rose from second to first veep. New second and third vice-presidents are Max Spangler of Meredith and Richard B. Whiting of Direct Advertising. Laird Macdonald, also a Meredith man, is secretary, and Cliff Bunker is the treasurer.

DETROIT



A. TED ANNEN is the Detroit club's chief navigator. He took over the wheel from Marvin Lohr. His daytime work spot is Shelby Photo Engravers. Ted's vice-presidents are Harold Ingham, Congress Electrotape, and Irving Panitch, Cupples Hesse Corp. of Michigan. Kenneth and Clarence Bancroft of Detroit Paper Diecutting Co. continue to serve the club as secretary and treasurer.

DULUTH-SUPERIOR



GEORGE MASKE, whose daytime knowledge-sharing position is in Marshall-Wells composing room, became Duluth-Superior club chief officer after three terms as secretary-treasurer. This group has one vice-president, Alex De Shaw, who is the proprietor of De Shaw Printing Co. Robert Krause, who is a pressman for Stewart-Taylor Co., is in the secretary-treasurer spot.

EAST BAY



LYNN E. ALDRICH is the captain of the East Bay club crew. He does craft work at the Hazeltine Typesetting plant and was vice-president last year. That office is now held by Tam Gibbs of Tam Gibbs Co. Rounding out the crew are treasurer Don Pingree of Kaiser Graphic Arts, and secretary Jerry Morehouse, Fox Press. Pacific Rotaprinting's Bill Kitta is past president.

EDMONTON



MURRAY A. GODSON is again on the top rung of the Edmonton club ladder in Alberta, Canada. Murray works for Metropolitan Printing. On the vice-presidential rung is Maurice Guenette, Modern Press man. He was treasurer last year. Now holding that position is William Jackson, Moore Printing. Smith, Davidson & Lecky's Jack Manson was the club's choice for secretary.

ERIE



PAUL E. TRAUT got to the headman spot in the Erie club via the usual v-p route. He's with Erie Engraving Co. Coming along behind him as the current second-in-command is William Twiss, Jr., of National Service Engraving Co. Two old hands remain in charge of business matters: Clinton Zimmer of Erie Direct Mail is secretary, and Victor Pierce of Dispatch Printing is treasurer.

FORT WAYNE



CLINTON C. BARNES moved up to the Fort Wayne club leadership when Wesley R. Johnson joined the past presidents' list. Clint earns his pay checks at Fort Wayne Engraving Co. Continuing officers are James J. Chamberlin of Chamberlin-Junk Advertising Agency, and secretary Herbert W. Schabacker of Wm. A. Didier & Sons. Last but far from least is Joseph C. Hayes, the treasurer.

FORT WORTH



FRED BAKER, a five-year Interchemical Corp. man, is past Ninth District rep and a charter member of the Fort Worth club. Milton Horn, Marvin D. Evans Co. pressroom foreman and club leader last year, now serves with Fred as secretary treasurer. T. E. Henry, vice-president, is a Dallas club past president. He earns take-home pay from McBreyer Printing, where he is manager.

FOX RIVER VALLEY



EDWARD W. THOMAS, tee-off head of the new Fox River Valley club in the heart of Wisconsin's papermaking country, is with the Badger Printing Co., Appleton. Vice-presidents are Emmet Toham of Graphic Composition Co., Menasha, and John B. Ellis, Kimberly-Clark in Neenah. Secretary, Dick Dungar, Universal Paper, Menasha. Linus Pfankuch of Banta Publishing is treasurer.

GRAND RAPIDS



ROBERT R. BOWER, a Quimby-Walstrom Paper man, is in the upper berth at the Grand Rapids club. His former first veep spot is filled by Ivan Stehouwer of Hughes Engraving, and Jay Paley of Custom Printers moved in as second veep. Still on hand as secretary is Arthur R. Lindquist, Jr., of Grand Rapids Electrotape, and O'George Griffin of Wheeler-Van Label remains as treasurer.

GULF COAST



KEITH GUTHRIE is the third president of the young Gulf Coast club down in Corpus Christi, Tex. During working hours, he's owner and president of the Taft Tribune. During club hours, he's assisted by Arch Yarbrow, who is club vice-president and a foreman for the Corpus Christi Caller Times. Gulf Coast's secretary-treasurer, Clifton Grunwald, is a partner in Grunwald Printing Co.

HAMILTON



ELWOOD C. MILLER, chief executive of the Hamilton club north of the Canadian border, is Hamilton Typesetting's manager and secretary-treasurer. His two so-called "vice" sidekicks are Glen Gray of Glen Gray Printing Co. and Colin Moore of Moore Printery, Ltd. Far treasurer the club members named Stan Drake of Centra Press. Jack Benson, Steel Co. of Canada, Ltd., is secretary.

HARBOR AREA



ORVILLE DARNELL, compositor in the Long Beach Press-Telegram commercial printing shop, leads the Harbor Area club. His first and second assistants are John S. Sarver of Advertising Arts Associates and Milton Darnell of Darnell Engraving. Hollee Cassell of Jackson Printing is treasurer, and secretarial duties are handled by George Meline, instructor in the Long Beach schools.

HARTFORD



ROBERT E. ASHCRAFT is assistant super of the Travelers Insurance Co. printing department. His Hartford club title last year was vice-president. Succeeding him as the holder of that title is John Findlay of Findlay Brothers. Haige J. Garabedian, Graphic Arts Association of Connecticut, carries on as secretary. Also re-elected was treasurer William E. Newton of Connecticut Printers.

HONOLULU



RUSSELL S. QUAINANCE was installed as Honolulu club president July 2 at Princess Kaiulani Hotel. Russ is a Honolulu Paper Co. assistant department manager. Officers chosen to aid him in promoting the club's welfare are vice-president Larry Smith, an engraver for Advertiser Publishing Co.; Leo Rehfeldt, secretary, and treasurer Charles Hammer-smith, Printshop of Hawaii super.

HOUSTON



R. M. MILLER, charter member of the Houston club, moved up from vice-president to take over the top club post from H. C. Wauson. Mr. Miller is general manager of Benson Paper Co. His club vice-president this year is Jim Twiford, owner of the Twiford Printing Co., while the club's secretarial and treasury duties are managed by Art C. Harder, foreman for Houston Tradetypers, Inc.

INDIANAPOLIS



JOSEPH E. BRIGHT, Indianapolis club's leader, is with Advance Independent Electrotype Co. Eural B. Byfield of Eli Lilly & Co., first vice-president. A. E. Foerster, Rogers Typesetting, second veep. Treasurer Alvin B. Dorr is associated with Brand Printing & Litho. Financial secretary is Lawrence J. Feltman, the Phoenix Press. Allied Printing's Rufus H. Sessler is corresponding secretary.

JACKSONVILLE



DAVID G. WADE calls Jacksonville sessions to order. He can be called at Respass-Grimes Engraving. Here's the three-point vice-prexy setup: Cecil Garnto from Newth-Morris Box; Robert Stanton, Florida Bindery; Merrill D. Rish, Austill Waxed Paper Co. Secretary-treasurer: Adam H. Brutt, Young & Selden. Recording secretary: Bob Parks, Peninsular Life Insurance.

KANSAS CITY



FORREST MULLIKIN of Walker Publications has three veeps assisting him in the Kansas City club: Roy Lawrence of Sam'l L. Bingham's Son; Eugene McKean of Herald Publishing; and Joe Rousselot of Robinson-Midwest Typesetting. Frank Todd of Colgan Engraving is treasurer. Oliver Wroughton of KC Graphic Arts Association and Bill Schmidt are the secretaries.

LANSING



ELMER F. COURTNEY of Lansing Technical School rose to the top of the Lansing club list. There's a trio of vice-prexies rated as you read them: John Vitovsky of Speaker-Hines Printing; Charles LaTour of that company; Harry Bollinger, John Henry Printing. Two more craftsmen who work for Speaker-Hines complete the roster—Herman Sonnenberg, secretary; Walter Kipke, treasurer.

LEHIGH VALLEY



ARTHUR W. LAMBERT heads both the Lehigh Valley club and the proofroom at Mack Printing Co. in Easton, Pa. He's helped by veeps Alan S. Holliday of Craftsmen, Inc., Kutztown, and H. M. Reppert of Wilson High School, Easton. H. Leslie Varley, another Mack man, is recording secretary, and Robert K. Kirchhofer of Industrial Engraving Co., Easton, takes care of money matters.

LONDON



TED YELF, Jones Box & Label craftsman, was London club first vice-president. He succeeds Fred Parkinson in the upstairs berth. William Banfield, A. Talbot, Ltd., stepped from second to first vice-prexy. Former treasurer Douglas MacLachlan, Jones Box & Label, is second vice-president. Treasurer: Brock Liscombe, London Paper. Kay Schafer of A. Talbot, Ltd., is the club's new secretary.

LOS ANGELES



WILLIAM H. SILVERMAN, representing the Loewen Press, moved up one spot to succeed Norman Shanks in the Los Angeles club leader's chair. Vice-presidents: Richard J. Hoffman, Los Angeles City College, and Herbert L. Mitchell of Graphic Arts Monthly. Secretary-treasurer: Isadore Margolin of Vogue Composition. Recording secretary George W. Larson is with the Bookman Press.

LOUISVILLE



EARL H. LINN was the Louisville club's choice as its president again this year. The head officer spends his working hours at the Herald Printery. W. T. Micou, Jr., the club's vice-president, is with Micou Special Paper Products in Anchorage. Andrew Feldman of Fawcett-Dearing Co. keeps account of the money matters, and the secretary is John M. Krebs, who is with Standard Printing Co.

MEMPHIS



AMOS G. BLACK, JR., Memphis club bellwether, is a machinist in Kelley and Jamison typesetting and composition plant. William Wilson, better known as Buddy, is Peabody Print Shop manager, and Earl McNellis, Hill-Hentschel Co. manager, is the second veep. Secretary-treasurer C. C. (Pop) Ritter is retired from active business. Cliff Jamison and Mike Capadalis run education programs.

MICHIANA



BYRON W. FAUST, president of Direct Mail Letter Service in South Bend, taps Michiana club's roster. Donald W. Sensow of Sensow Printing, La Porte, is first and Russell Dufendach, owner of Dufendach Printing, South Bend, is second vice-president. Then come South Bend Engraving & Electrotyping's Donald B. Lynch, secretary, and Apex Electrotype man George Rumpf, Jr., treasurer.

MILWAUKEE-RACINE



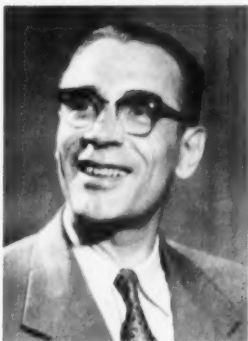
CLIFFORD HELBERT, Marquette University Press, leads Milwaukee-Racine club. First vice-president, Edwin Bachorz, Western Printing and Lithographing. Second, Ray Vallier, Western States Envelope. Recording secretary, Jack Miller of Specialty Press. Financial secretary, Lavine Jacobson of Olsen Publishing. Henry P. Kutsche, who is associated with E. F. Schmidt Co., is treasurer.

MINNEAPOLIS



ARTHUR A. STOHR, Argus Publishing Co. superintendent and active craftsman for 37 years, was a Des Moines club charter member. He headed the Central Illinois club in 1946. Now president of the Minneapolis club, he has Ural Fisher as vice-president. Ural is the superintendent of the Jensen Printing Co. plant. Colwell Publishing's Robert Truhler is secretary-treasurer.

MONTREAL



HENRY A. SKINNER, highest officer named by the Montreal club, which is now in its 27th year, applies his knowledge as superintendent at the Lawson Lithographing & Folding Box Co. His vice-presidents are Marcel H. Davis of the Canada Envelope Co., and Maurice Wright, Reader's Digest Association (Canada), Ltd. The secretary-treasurer, Ernest K. Schroder, is with McLean Bros.

NASHVILLE



GARLAND HOLDERFIELD, who took over the Nashville club steering wheel from Ben Shields, is supervisor at E. T. Lowe Publishing Co. Playing the vice-presidential duet are Nicholson Bindery's Charles Nichols and Richard Phelps, Dixie Electrotype Co. Secretary-treasurer is George F. Jones, Sam'l Bingham's Son Mfg. Co. Recording secretary is Homer Boyer, Ambrose Printing.

NEWARK



LOUIS E. PASQUALE, Wood-Ragan Instrument Co. printing foreman, taps Newark club's all-re-elected list. Vice-presides are George Kedersha, Gaeltjens, Berger & Wirth, and Charles Sfraneck, Prudential Life Insurance offset super. Secretaries: William H. Hammell, Jr. (financial), Bingham Brothers Co., John C. Dey (recording) of Snell Press. John C. O'Connor is treasurer.

NEW HAVEN



RAYMOND A. LANGLOIS, Boardman Trade School presswork instructor, heads New Haven District club. Vice-president William J. Jacob is an American Chain Co. craftsman in Bridgeport. Harry Kenes, secretary-treasurer, hails from Wilson H. Lee plant in Orange. President Langlois finds time to serve as chairman of the graphic arts curriculum committee for Connecticut.

NEW ORLEANS



M. J. DUFFY of Printers Supply Mart rose to top spot in the New Orleans club. His place as veep was taken by Roberts C. Crockett, Jr., of Press Craft Printing. Ernest Jilek, a Chemco Photoproducts man, is recording secretary; Mrs. Elizabeth Norton of Dixie Art Supplies is financial secretary; and Colquitt O. Dupuy of E. S. Upton Printing Co. takes care of the club's money.

NEW YORK



KENDAL SLADE, United Board & Carton division of Densen Banner Co., rose from New York club second veep to top man. Charles J. Felten, Messenger of the Sacred Heart general manager, and former secretary Louis Van Hanswyk of Morris & Walsh Typesetting are vice-presidents. Reilly Electrotype's Jack Lomax succeeded Lou as club secretary. Treasurer is Mortimer Sendor.

OKLAHOMA CITY



B. G. WILKES, who heads his own binding firm, also is top man in the Oklahoma City club. Membership vice-president is Sam H. Wilkes of Oklahoma Bindery Co., and educational veep is Roy Adams, Times-Journal Publishing Co. In charge of attendance is v-p Roy Thomas of American Bond Printing. E. J. Stockton is the secretary, and Clifton Grossman takes care of the treasury.

OMAHA



R. W. MOORE, a partner with Clyde B. Tryon, typographer, succeeded R. M. Maugin as president of the Omaha club. The first vice-presidency passed to Romi Baggiani, Paramount Paper Products Co. New vice-president, second slot, is Neal Walker of Carpenter Paper Co. Sam Italia, secretary, is with Peterson Litho and Printing Co. Frank Spangler was renamed treasurer.

ORANGE COUNTY



GEORGE MESKELL kept Orange County club's treasury in and on order last year. The members upped him to the big chief tepee. George hangs his hat on a hook in the M & W Typographers plant in Santa Ana, where vice-president Faye Stamper lives. So does George. He handed over the dollars and cents counting work to Don McKinzie of Santa Ana. Secretary is Alan LaMont, Anaheim.

OTTAWA



G. V. ARMSTRONG, an officer in the Canadian Department of Public Printing and Stationery, took over presidential reins of the Ottawa club from Robert Lindsay. First and second vice-presidents this year are Kenneth Nesbitt of Nesbitt Engineering Co. and Keith Lachance. Mac Turner is the Ottawa club's treasurer, and new man in the recording secretary's post is Dick Parsons.

PHILADELPHIA



FRANK BARRAS, newly chosen Philadelphia club president, is printing plant superintendent for N. W. Ayer & Son, ad agency. Harry Link is new man in the veep post. Still on hand are secretary William Holdsworth of National Typesetting and David Hopkins of Royal Electrotype Co. Dave is now in his 16th consecutive term as watchdog of the Philadelphia club treasury.

PHOENIX



JAMES P. GIRAGI, Arizona-Messenger Printing Co. secretary-treasurer, captains the Phoenix club. Veep squad: Bower Printing foreman Thomas Parker; Phoenix Indian School printing instructor Johnie Jalala; and George Nichols, Capital Lithocraft Printing owner. Albert "Meaker the Printer" is secretary, and the man who watches the cash box is Cloyd Harper.

PITTSBURGH



H. BEN ALBITZ is the member who tops Pittsburgh club's slate. Ben does daytime work for William G. Johnson Co. Serving vice-presidentially are M. G. McGrew from Ketchum, MacLeod & Grove, and Raymond F. Ferraro of Community Press. Daniel W. Gathe, Samuel Bingham's Son Mfg., writes minutes. Harry E. Loughry of Western Newspaper Union is the treasurer.

PORTLAND



ELMER E. CLAUSEN is graphic arts instructor at Vancouver Vocational School. Rodney B. Clayton, a compositor for Berncliff Printers, is the No. 1 in the you-know-what bracket of the Portland club. Paired with Rodney in that bracket is Harry B. Machum of The Oregon Journal. Harry works in the engraving room. J. Henry Willis, Harry S. Hill Co., is the secretary-treasurer.

PROVIDENCE



JOHN M. COONEY, new president of the Providence club, spends his working hours as foreman at Stamps, Inc. John C. Norton of Norton Graphic Arts Service has taken over as first vice-president. Robert Callender of Hope Printing House is the new second vice-president. Edward J. Flanagan of Oxford Press continues to hold down a combination office as secretary-treasurer.

REGINA



GORDON J. DAYMAN, now at the head of the Regina club up in Saskatchewan, works with Regina Engraving Co. He took over club duties from Elmer J. Morris. New vice-president chosen by Regina members is Kenneth Bloomfield, mechanical and production manager for Capital Envelopes, Ltd. Louis A. Joyal of L. A. Joyal Trade Ruling & Bookbinding is still secretary-treasurer.

RICHMOND



WALTER G. SULZER, Jr. leads the Richmond club and also serves International Printing Ink. He is carrying on from where J. David Hartman, Jr., left off. Walter Messingill of the Baughman Co., first vice-president. The second vice-president is Edward R. Owen, who works for Engravers, Inc. Hugh E. Rees of L. H. Jenkins, Inc., was balloted into another term as secretary-treasurer.

ROCHESTER



IRVING F. STEUBING rose from the veep ranks to become president of the Rochester (N.Y.) club. He's with Eastman Kodak's printing division. Now in the two vice-presidential spots are William Thorn of Canfield & Tack and George Mitchell of Leo Hart Co. Two-way man as secretary-treasurer is Albert F. Smith of Alling & Cory. Club's auditor is Henry Schmitt, Seneca Bookbinding Co.

ROCK RIVER



RAY REYNOLDS of Afton, Wis., earned with faithful service his election to another term as Rock River Valley club gavel custodian. Playing the vice-presidential duo are F. D. Mills of Mt. Morris, Ill., and Larry O'Donnell of Freeport, Ill. Secretary William C. Dahlberg comes from Rockford, Ill. For handling all the financial tasks, club members named W. E. Pire of Beloit, Wis.

ROCKY MOUNTAIN



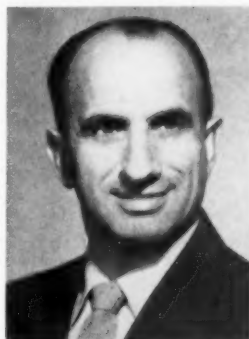
ALBERT C. WISE, offset foreman for Todd Co., Denver, is in the Rocky Mountain club's leading post, and he's assisted by vice-president Tony Stark, another Todd man. Secretary Bill Petrie is with A. E. Heinsohn Co., and financial secretary Art Milano is with A. B. Hirschfeld Co. Rocky Mountain's treasurer, Harry Lindstrom, Jr., is with the Lindstrom Printing Co.

SACRAMENTO



HALL DILLON occupies the top position as current president of the Sacramento Craftsmen's club in California. His assistant in the vice-presidential office this year is George Littrell. Taking care of the Sacramento club minutes as well as the treasury affairs is Dick Johnson. Charles Clemens, Bill Easton, Ralph Ellison, Frank Johnson, and Paul Millar are directors.

ST. LOUIS



MICHAEL IMPERIAL of Skinner Kennedy Co. took over the St. Louis club gavel from Emmett W. Sudhoff. Milton C. Voertman, Concordia Publishing House, is first vice-president, upped from second, where he is succeeded by Harold Axtell of A. F. Fleming Printing Co. Clayton Printing's William B. Chase was reelected secretary. Treasurer again is Joseph A. Ottersbach.

ST. PAUL



A. L. GRABENSTETTER is vice-president and secretary of Anderson & Hedwall, electrotypers. Al N. Kronebush, vice-president of the St. Paul club, is a supervisor for the North Central Publishing Co. Treasurer A. T. Murfin is vice-president of Consolidated Printing Ink. Completing the president's assistants is the secretary, George H. Nelson of the McGill-Warner Co.

SALT LAKE CITY



PHILIP JACOBSON is coxswain timing the oar-sweeps of the Salt Lake City club crew. Phil is also foreman of The Deseret News Press bindery. Rudy W. Hiller of Hiller Bindery and Ernest G. Olson, The Deseret News Press, do this club's vice-presidential tasks, and LaMar Sainsbury of Stevens & Wallis, Inc. splits his service between secretarial and money matters.

SAN ANTONIO



PAT M. COWAN, who's with the Clegg Co. during working hours, moved up to the gavel spot of the San Antonio club, taking over from retiring headman Robert D. Corbin, Jr. T. E. Crumrine, Jr., of American Printers, moved up from secretary-treasurer to vice-president of the Alamocrafters. To fill the dual post of secretary-treasurer, members chose retired craftsman E. J. Baker.

SAN FERNANDO



DONALD S. McRAE, San Fernando Valley club president succeeding Arthur B. Page, is from Griffin-Patterson Co. in Glendale, Calif. Chuck Wallen is first in the vice-presidential line and Evan McLean was elected second vice-president. Jack T. Elliott is still secretary-treasurer, and Howard T. Clark was named by San Fernando Valley members as their corresponding secretary.

SAN FRANCISCO



LESTER LLOYD again occupies the San Francisco club top spot, which he held last year after a term as vice-president. He's superintendent for Mackenzie & Harris. Club vice-presidents are Fred Gross, mechanical superintendent for the Chronicle, and Clive Atherton. Ralph Bacon has replaced Harry Mann as secretary, and Bob Steenberg took over in the club treasury.

SAN JOAQUIN VALLEY



ERNEST R. BENCK is top man in California's San Joaquin Valley club, which has the distinction of being the 100th club to affiliate with the International association. Martin Nelsen is vice-president, and the treasury affairs are handled by Robert Perkins. Secretarial duties for the club are performed by Wayne L. McComas, who spends his working hours at Fresno State College.

SANTA MONICA BAY



GERALD L. FLOOD of Seward & Flood Printing heads a new slate of officers for the Santa Monica Bay club. He's assisted by first and second veeeps Robert J. Wilkinson, Santa Monica Schools, and Robert T. Chandler of Weaver Publishing. Secretary is Robert M. Schottland of Inglewood High School, while Donald E. (Bud) Vance of Scott & Scott Printers guards the club treasury.

SEATTLE



GEORGE A. BAYLESS, JR., who hails from Ward's Bindery, follows J. Darrell Taylor as Seattle club top-of-the-roster man. From North Pacific Bank Note Co. the members selected James Leader to serve in the first vice-presidential berth. Second vice-president William Farris comes to meetings from Acme Press. William Cooper of Orrin F. Drew, Inc. rounds out the roster as secretary-treasurer.

SOUTHERN COLORADO



GEORGE J. KUBRICHT is first president of the Southern Colorado club, which was chartered in October last year and meets in Pueblo and Colorado Springs. George works for Out West Printing & Stationery in the latter city. Vice-president Fred B. Goodhart comes to meetings from Congress-Times Press. George M. Le Crane is secretary and Lillian T. Graham is treasurer.

SOUTHERN TIER



FRANK W. SIMPSON of Hall Printing & Binding, Binghamton, N. Y., is chief of another newcomer to Craftsmen ranks, the Southern Tier club. A. Ward West of Vail Ballou Press and Arthur Johnson of Anderson Press are vice-presidents. Marian Bailey of Bailey Art Studio is secretary, and Ernest Maywalt of International Business Machines office in Endicott, N. Y., is the treasurer.



STOCKTON



HARVEY E. SCUDDER was lifted out of craftsmanship retirement to head the Stockton club. He's owner of Hansen-Carter Printing, Stockton and Sacramento charter member, Pacific Society former treasurer. Mike Laycock, Printwell Press, is vice-president. Secretary-treasurer: Cliff Geddes, Simard Printing. Art Storm of Business Printing Co. was elected to serve as Cliff's assistant.

SYRACUSE



JOHN E. MCCARTHY of J. & F. B. Garrett Co. rose from the first vice-presidential post to take over as Syracuse club leader from Herman J. Servatius. His first and second assistants are George J. Ryan of Weber Engraving and Peter Williams of the Syracuse Herald-Journal. Taking care of secretarial chores is Ernest J. Desroches, while William S. Barnes handles all the money matters.

TOLEDO



MERLE FEELEY tops the Toledo club totem pole, where George W. Thompson perched last year. Merle works for Atlas Electrotype. Len Beach, Blade Printing & Paper Co., was second and is now first veep. New second is Robert Jankowski of Roberts Printing. Money man again, Glen Horton, Toledo Scale. Financial secretary, Art Wayne, Wayne Plate & Copy. Recording secretary: Larry Scott.

TOPEKA



KNOTT SAMUELS, an Adams Bros. Co. man, occupies the potentate's chair in the Topeka club, after a term as first vice-president. New first and second veeps are Duane Moore, who is with H. M. Ives & Son, and Duane Patterson, who spends his working days with the Patterson-Wright Advertising Agency. Secretary-treasurer is L. L. Bond, who is with Midwestern Paper Co.

TORONTO



A. (ALF) FOOTE, who works for Canada Binding, Ltd., took charge of the Toronto Club gavel. It came from Cliff Hawes. Alf's vice-presidential partners are George Harper, Maclean-Hunter Publishing Co., and Nels Clay, Sinclair & Valentine Co. of Canada. Thorne Tarrant of Might Directories is first-term secretary. Ed Adair, Davis & Henderson, is treasurer.

TULSA



GALE FOREMAN of Banknote Printing has taken over as president of the Tulsa Club, while Bill J. Bailey of Mid West Printing moved up to the first vice-presidential post after a term as secretary-treasurer. Hugh Mayfield of Bindery Service is the new second vice-president, and the secretary-treasurer's double duties are being taken care of by W. W. Martin of Mid West Printing.

UTICA DISTRICT



HERMANN W. RIECKER, who works for Vicks Bros., took over the Utica District club leadership from G. Stuart Seaman. Carl R. Buerger of Utica Typesetting moved into the first vice-presidency, and James O'Hara of Coggeshall Press succeeded him as second vice-president. Secretary Frank J. Riva works for Goodenow Printing; treasurer J. L. Bingel is with Curtis Envelope.

VANCOUVER



WILLIAM H. RAE, who now heads Vancouver club in British Columbia, succeeding Thomas Cain, was advanced from the vice-presidency. Following him in that post is Jack Gehrke, Gehrke Stationery & Printing Co., Ltd. Secretary-treasurer Trevor Price and recording secretary Jack Airey are again serving the Vancouver membership in those official positions.

VICTORIA



NICK ROBERTSON, leading officer of the Victoria club in Canada, hails from Queens Printer, and he's being assisted in his presidential duties this year by vice-president Frank Mack, who spends his duty hours with the Victoria Press. Rounding out the trio of Victoria club officers is Brian Flintoff, who works with Popular Press and handles both the money and secretarial duties.

VICTORIAN



CECIL GLASSON, still kingpin of the Victorian club, Melbourne, Australia, shares his knowledge as an instructor in the printing department of Melbourne Technical College. Victorian's first vice-president is Harold Green, Alex. Cowan (Aust.), Pty. Ltd. Frank Nelson of B. J. Ball, Ltd., is the second vice-president. Secretary-treasurer John Gartner hails from the Hawthorn Press.

WASHINGTON



ALBERT O. LUTHER, still heading the Washington club, is one of three Government Printing Office men on the executive roster. Others are William Barnes, second vice-president, and treasurer Vincent Walkendifer. Judd & Detweiler's Adrian Gardner is first vice-president. Harold Crankshaw of District of Columbia Schools and Raymond Via of Via Printing Co. are the secretaries.

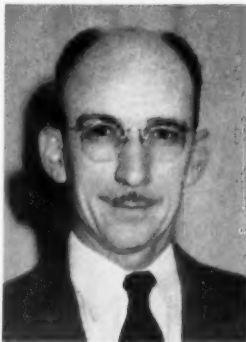
WATERLOO



HAROLD BILLS of Matt Parrott & Sons now is Waterloo club prexy, following a stint as first veep. That office is filled by Ward Cowles, printing instructor at East Waterloo High School. Second veep is Larry Wenhe of Woolverton Printing. Secretary Gilmer Benson is owner-manager of Pioneer Advertising, and treasurer Lowell Thalman is a partner in the Lincoln Press.



WICHITA



EUGENE C. DONLEVY of Donlevy Lithograph Co. is carrying forward and expanding the presidential work he did last year. Among officers working with him are Lloyd Faltz of Western Lithograph and C. E. Howell of the McCormick-Armstrong Co., vice-presidents; James E. Kinney, Western Lithograph, secretary; and G. W. Myerly, the Wichita Beacon, continues as treasurer.

WINNIPEG



JACK ROLLWAGEN was promoted one flight to follow Len A. Wimble as kingpin of Winnipeg club. Jack is with a typesetting house, Driscoll & Co. Charles T. Birt, associated with the T. W. Taylor Co., printers and bookbinders, is this club's new vice-president. Next in line is Jack F. Hutchison, now serving his first term as secretary-treasurer. He works for Commercial Stationers.

WORCESTER COUNTY



L. SYLVIO BELISLE was elected to succeed Edward E. Gravel, who became president of the Worcester County Club when Roy F. Dutcher died. The new leader's right and left bowers are Elmer W. Haskell, Worcester Girls Trade High School, and Roy E. Clark, McLaurin Jones Co. Robert G. Smith, the secretary, comes from Smith Printing Co. Geo. E. Hunter is treasurer.

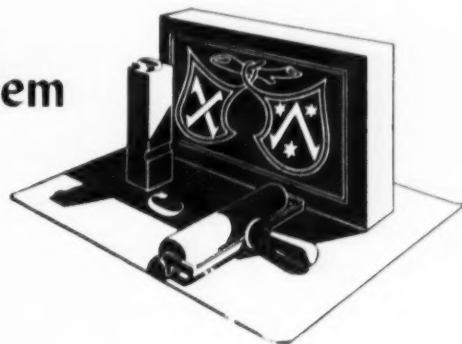
YORK



WARD S. YORKS, who was vice-president of the York club when D. Walter Wardrop was one step above him, has reached the top. Ward is industrial arts instructor in a Red Lion Area School department that includes printing. His three elected assistants are Fred W. Danner from Colhub Printcraft and Richard Schiding, vice-presidents, plus secretary-treasurer Roger E. Stabley.

Origin of the Craftsmen's Emblem

The emblem of the International Association of Printing House Craftsmen was first adopted by the New York Club because of its historic connection with the printing crafts. The emblem is the combined coats of arms of Johann Fust and Peter Schoeffer and was probably the first imprint ever appearing on a book printed from movable types, being used as early as 1457. Gutenberg was in need of cash, and going to Johann Fust, a citizen of Mainz, Germany, he obtained a sum of money for which he mortgaged his printing plant. This was in 1450. Five years later this mortgage was foreclosed, giving Fust all types, books, presses, et cetera, then owned by Gutenberg. Among Gutenberg's workmen in 1455 was a young man named Peter Schoeffer, who had previously copied books while a student in the University of Paris. When Fust took over the equipment forfeited by Gutenberg, Schoeffer assumed charge, married Fust's daughter, and became a partner in the business; hence the combining of their individual coats of arms. The device on the right-hand shield is that of Schoeffer; and that on the left, of Fust. It is believed that the "X" and inverted "V" are Greek letters; as to their significance, nothing definite is known. Doubtless these letters had some meaning to the initiated of that period. The stars may denote seniority and appear on many medieval coats of arms. The two shields hanging on a branch denote alliance, possibly the alliance of Schoeffer with the Fust family.

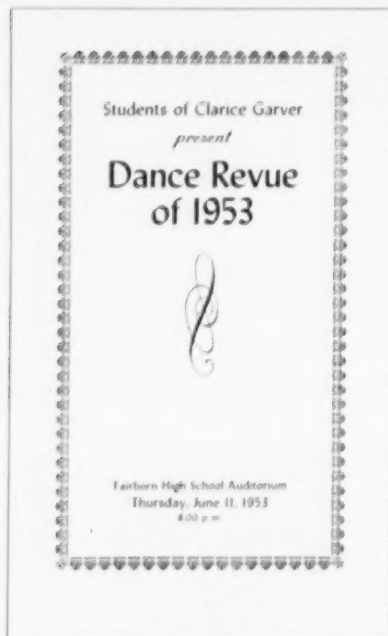


On August 14, 1457, there appeared in Mainz, Germany, a magnificent Psalter, printed in black and red type and profusely decorated with printed two-color ornamental initials. The illustration below is the colophon of the now-famous book, the first to have a printed date and the first to bear a printer's mark. The Psalter was a folio volume 11½ by 16 inches, printed in a type of approximately 40 point size. Only ten copies are known, all on vellum. The Fust and Schoeffer printer's mark has been adopted by the International Association of Printing House Craftsmen.

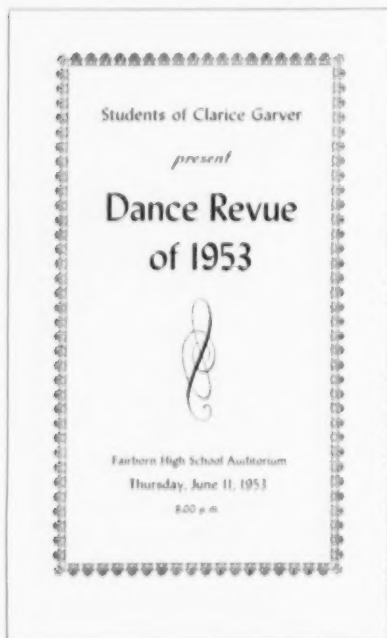
Pñs spalmox rodez - venustate capitaliū deoār
 Rubricationibusq; sufficienter distinctus,
 Adinūtionē artificōla impmendi ac caracterizandi
 absq; calamivolla eparacōne sic effigiatu, Et ad euse-
 biam dei industrie est summatu, Per Johem fust
 Quē magūtinū - Et Petmū, Schpffer de Bernalzheim,
 Anno dñi Millesio - m - lviij - In vigilia Assūptōis,



LESSON OF MONTH FOR COMPOSITORS



Assuming the title page above is satisfactory in layout, two errors, both involving distribution of white space, should be noted. Big lines are crowded, especially in view of more open spacing of other lines and total white area. All spacing is relative; in a tight composition these lines might not seem crowded. Massing white space in an area or two is effective when it consolidates—so emphasizes—the type. With the white separating the type groups in the page above, the effect is quite the opposite. Changed only by respacing lines and ornament, the page below demonstrates the points made above



SPECIMEN REVIEW

By J. L. FRAZIER

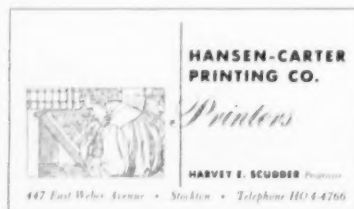
Stunt Advertising of Printer

RICHARD E. HUSS, Lancaster, Pennsylvania.—We don't recall having seen anything just like your 8- by 11-inch card, "Chart of Finishing Operations." Spotted over the tough card are demonstrations of numerous things a printer may be called upon to do following the actual printing of a job. First of all, there is the round-cornering of the card itself, each corner of a different radius. Different sizes of round holes demonstrate drilling, while a hole two inches in diameter represents die-cutting. Numbering machine work is sampled, as are rotary scoring and perforating. Attached are snap fasteners, a swatch of black paper showing the tipping operation, and a copper eyelet centered close to top of your card for hanging it where a user can refer to it when he desires. Finally, unless we've missed something, there's the line of gold stamping. To arrange all these demonstrations neatly and in an orderly manner called for thought. The ensemble, of course, is no work of art—couldn't very well be—but with good types used, the effect is good. The idea seems a decidedly fine one, calling attention to and sampling in a highly effective way the extras you are able to supply. We believe recipients will study the item

because of its novel appeal, if for no other reason, and that, as any advertiser will agree, is all to the good.

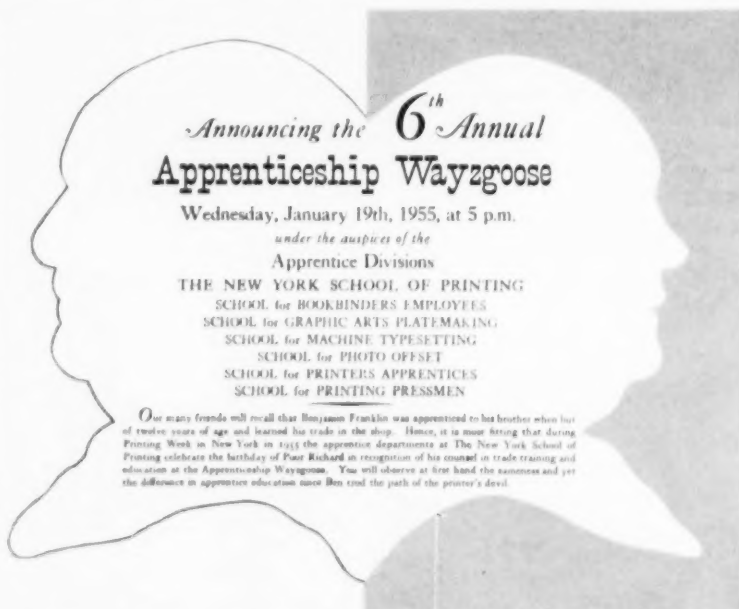
Timely Service on Blotter

WEBB PRINTING COMPANY of Houston, Texas.—We commend you on grasping the opportunity afforded by changes in the central office names of



Reminiscent, perhaps, of an earlier day, this card by one of California's fine printers has a modern "feel." Commendable feature is way several copy elements are emphasized without effect of over-display. Color on original is a pleasing brown hue, a very happy selection

the local telephone company to issue a blotter which is at once a service recipients will appreciate and in consequence of that, and of being kept longer than blotters usually are, should prove potent publicity. As other telephone



Above, spread of interesting and novel folder printed in black and gray on white paper. Front leaf, as indicated, is die-cut to form the bust of Benjamin Franklin. Obverse side is front of folded piece and there a silhouette of bust is printed in heavy pink within pica-wide margin. So, when front is down a space of white appears between the silhouette and gray of page three

Items submitted for review must
be sent flat, not rolled or folded.
Replies cannot be made by mail

companies will be changing their numbering plans, other readers might be on the alert and, when the time comes, act as you have. You devote the left side to listing the old central office names and the corresponding new ones, the old flush left and the new flush right. Your message, headed, "Don't confuse your customers after June 5th," appears on the right side. In our opinion, the cartoon is too large—rather much too large. It not only restricts the type to one size smaller than we consider desirable, but because type must be worked around the picture in mortises,



Front of four-section accordion folder (closed) by Mono Line Typesetting Company, Toronto. Type at right of original is black over yellow on extension of back and bottom section. Folder is opened out by drawing the top section to the left

it is broken up and scattered so the full effect is not realized. Considering the interest recipients are certain to have in the blotter, the cartoon might even be omitted so your message would dominate and register with a bang. The cut is a decided handicap to the effective arrangement of the type matter, which really deserves to come first.

Place for Conservative Printing

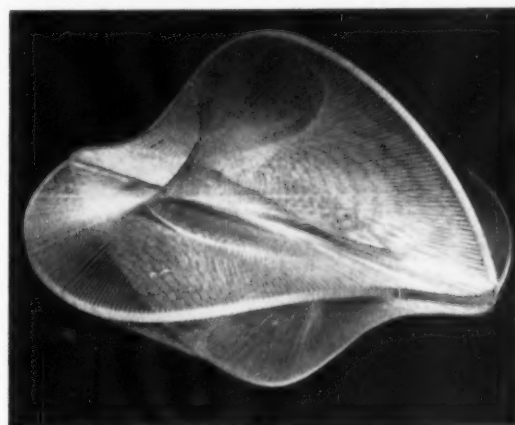
LOUIS MARINI of Wollaston, Massachusetts.—One contributor once was piqued when we wrote that we knew his work on sight. We thought that complimentary, and we still do. Because we have examined millions of items critically doesn't imply that buy-

ers in any printer's bailiwick can do likewise. If they could, and the work is top grade, isn't that all to the good? No intimation that the work was run-of-mine was implied; rather the contrary. Favored types, mannerisms of layout, pet colors, decoration, and other things not only give work character but are our clues. While your work is more conservative, less distinctive, and, yes, less glamorous than that of the piqued contributor mentioned, we get the "feel" of it pronto, too. We could never agree that such conservative work, considering its objectives and the nature of the business served, couldn't do a job. It is essentially pleasing, always eminently readable—just the kind to reach, for instance, prospects of a bank or other financial institution. Anything flamboyant would be out of order. One of the clues by which we identify your work is that you are the only contributor we recall who features the beautiful—and certainly not senile—Bulmer in display. Type itself can identify one's work. More could feature a particular style to advantage—never Bulmer, of course, for anything where a splash might be considered desirable. Where something with power is justified or something decorative desired, you have the types and the ability to deliver, but, thank fortune, you don't treat everything as if it were promotion for a school of modern art, Bauhaus or otherwise. Advertisements for the large Boston bank, for which we are delighted to note you also created and prepared copy, are excellent. Keep on keeping your feet on the ground, and continue sending samples of your work.

Power Publicity

VERSTEGEN PRINTING & LITHOGRAPHIC COMPANY, Sioux City, Iowa.—Judging from copies of No. 1 and No. 7, your series of folders, "Little Lessons in Printed Advertising," must surely have struck pay dirt. Design-wise, the 4- by 8½-

inch pages (8- by 8½-inch spreads) can be characterized as power display. The spreads especially exemplify an axiom of our own. "Make it big and keep it simple." Following that axiom, little of the copy is displayed at all prominently but what is fairly booms. Such display not only grips the attention but obviates the confusion resulting when too much copy is emphasized, in which situation the degree of emphasis is limited, of course. Space, page or advertisement, decided in advance, is set and invariable. The standard front page also has power, but lacks the sharp, clean-cut look of the spreads because more copy is displayed than is desirable. With "Little Lessons" in a very bold hand-



Lower: Construction in Space, N. Gable

FORM AND MOTION

GYORGY KEPES

STA

Striking, also pleasing, and truly modern cover of 7- by 10-inch brochure issued by the Chicago Society of Typographic Arts

Hamlet:
to the Players

BY

WILLIAM SHAKESPEARE

(1564-1616)

Presented in Commemoration of the
391st Anniversary of His
Birth

Calligraphy at its best. Folder title is by Raymond F. DaBall for Herbert W. Simpson, Evansville, Indiana, printer. Original is printed in black and medium brown on the cream-toned stock

EXHIBITION

THE FACULTY OF THE INSTITUTE OF DESIGN

exhibition February 21 — March 18, 1955

Opening 8 p.m. Monday, February 21
Lecture: Dr. Sigfried Giedion, historian,
author of "Space, Time and Architecture,"
"Mechanization Takes Command"

Institute of Design of Illinois Institute of Technology
632 North Dearborn Street, Chicago

Design is never so important, we believe, as to justify flaunting syllabification, clarity and quick comprehension. Who will aver the card has design merit to compensate for making display a puzzle?

20 ANNIVERSARY ISSUE

THE NEW BRADY IMPRESSIONS NUMBER 6

Cursed and ostracized a generation ago because senselessly used, the Drake Press, Philadelphia, employs geometrics well on envelope for magazine

Herbert W. Simpson Inc.
109 Sycamore Street
Evansville 8 Indiana

*Specimen of
Printing Design*

W. L. Erazier esq.
1019 Mulford Street
Evanston, Illinois

PLEASE DO NOT FOLD

Warning: This specimen printed inside was not to be given
to general recipients of the card. Will not change impression

Addressing by calligraphy distinguished mailing of samples by progressive printer, Herbert Simpson

lettered cursive line simulating the smart and powerful Brush type, and "in Printed Advertising" lettered aslant in a style similar to Century Bold, the title is framed by a rule panel heavily shaded at the left and bottom. The page isn't exactly confusing, but the number of parts and changes in size and style are sufficient to keep the effect from being sharp and "punchy" like that of the spreads. Competition for attention is set up. What we also especially want to say about the front is that the design is big for the page, and crowding is suggested. Folks, you know, are sensitive to crowding wherever it turns up. There would be no loss of power if the complete design were somewhat smaller. The widths of the placard (title) and of the signature lines leave scant side margins—too scant to conform with the open space up and down and to effect shape harmony between the design and proportions of the page. We feel that other printers—only, of course, those who don't solicit business in competition with you—might honestly, properly, and effectively make use of your idea, which combines promotion and education to a degree seldom witnessed. Two of the folders will be shown here next month.

How Presswork Can Compensate

JEFFRIES BANKNOTE COMPANY, Los Angeles.—Congratulations on your 60th anniversary and on "Sixty Years of Finer Impressions by Jeffries," a

Best Wishes for a Happy Holiday
OLIVER EUGENE BOOTH DES MOINES
Christmas 1954

There's a charming relationship between the techniques of the picture and lettering in the Christmas card of O. E. Booth, able Des Moines printer, and quite rough white card stock with rough edges sets both off in an admirable way

brochure commemorating the event. In layout, illustration, and typography, we consider the inside pages the equal of any item of the kind we've seen. Your full-color offset presswork, furthermore, is as good as it comes. In fact, some of the page plates—reproducing in miniature some groups of outstanding catalogs you've turned out—are truly remarkable considering the tremendous reduction from the originals.

Everyone should be impressed with the spread, "Skilled Hands and Machines," on which an outlined process color halftone of a big four-color press appears surrounded by nicely and informally positioned small halftones of uniform size in black, showing different operations in the production of offset printing. These small halftones exemplify the tremendous improvement in monochrome lithography during the past 15 or 20 years. We recall when such work was decidedly "gray," with highlights anything but clean and solids far from really black. Now, to your cover. Featured is the figure "60" repeated in red, yellow, and blue, in part overlapping and arranged fan-wise and interlaced. We didn't get the idea or the significance of the formed device immediately, which may be either a point against it or a demerit for us. It's interesting that the numbers "60," overprinting in part and flaring out from the bottom, form a pattern not unlike a variegated tulip blossom. Spots of orange, green, and violet, the secondary colors, appear where the primary colors overprint. The complete cover design—"tulip," type, and a line cut of an antique hand press—is too low on the page, and is, therefore, bottom-heavy. Redesigning the page, we would omit the cut of the old press; it could better be worked in with the picture of the modern offset machine inside. We appreciate the sentimental reason for emphasizing "Sixty Years," in black overprinting the "tulip," but we consider the other copy, "of Finer Impressions by Jeffries," much too small, and it is subordinated further by overprinting the hand press illustration. That copy seems highly important to us, worthy of being almost as prominent as "Sixty Years." We would, of course, relocate the retained and changed elements, but space forbids going into detail. The artistry of production compensates largely for the faults we have mentioned. Congratulations again.

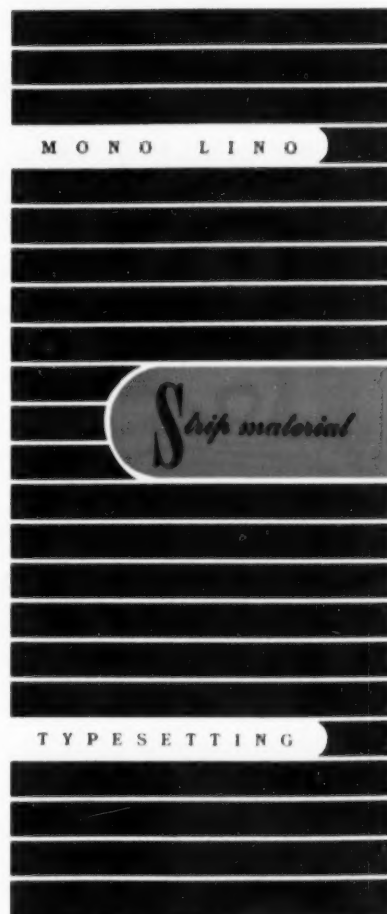
Fine Job Could be Finer

GEORGE FRANKLIN, Toronto, Canada.—The 50th anniversary brochure of Business Systems Limited is a commendable effort, especially with respect to theme and copy, your particular contribution as a sales promotion specialist. Arrangement of page elements—cuts, type, decoration—on all inside pages is very good. We're stirred to comment on the typography under the head of "Of People and Products" on pages 3 and 4. Much more than normal space appearing between lines of text—say, for example, 10-point type, 12-point lead—sometimes has its points. It gives a degree of character associated with modern work and improves readability when lines are longer than ideal or nearly ideal. Admitting it is largely a matter of taste and represents speculation as to where effect should leave off and utility take over, it is our idea that the text of the two pages might better have been set in type one size larger, with less leading. The cover is appropriate and effective as a whole,

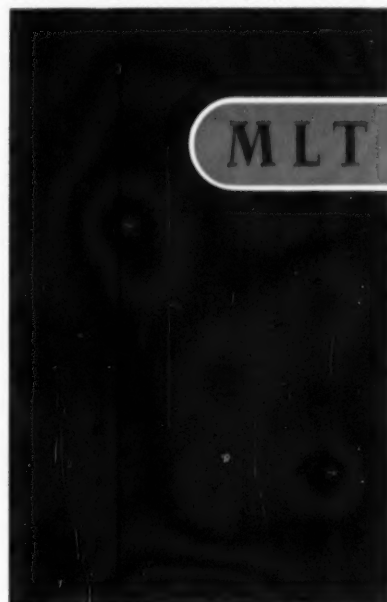
but it is "off," we think, in a detail or two. Your design starts off well enough with "50 Years" in two squared lines reversed in a "gold" panel at the left edge of page, properly a bit above center. Rule bands in olive green extend from the top and bottom of this panel to the edges of the page, with the widest rule at the left and narrower ones to its right. So far so good. Now for the rub—the handling of the rest of the copy, "Prelude to the Future." The brush-stroke ornaments in olive green, filling in what the artist seemingly felt was awkward white space around the words, detracts from the appearance of the whole and handicaps the copy. We'd rule the ornaments out. Furthermore, the balance is not right with this group below the level of the reverse "gold" panel. With the brush strokes eliminated and the three lines involved raised to line up with the copy in the reverse panel, the effect would be much improved. The dots leading from the panel to "Prelude" are not necessary; indeed, we believe these started the whole trouble in the positioning of the secondary display. The title page is highly interesting as a form, but here again the brush-stroke decorative motif causes trouble, especially in connection with the title near the upper right corner. Even so, congratulations.

Decide This One for Yourself

BAKER-BRITT CORPORATION of New York, New York.—We contemplate your 22-page 4- by 9-inch accordion folder with mixed emotions. Printed on but one side of the 44- by 9-inch strip of paper, only one of the eleven printed pages—the front one with the fold at right—shows as the folded piece springs upward. The impression is of a folder of blank paper except for the first page. Whether this is a point of strength, weakness, or no consequence, we're not sure. Curiosity may be aroused or recipients will just glimpse the front and go no farther. We went farther, drew the top leaf to the left—all the way—disclosing the nine pages which include a center spread. This stirred us to rapt attention because the pages are designed and set up in excellent fashion. Your art, of cartoon technique, is of the best. Some of the pages are in two colors, while two others and the spread are in black over an olive green background bleeding off, with highlight parts in reverse. There is also one printed in black from a reverse color plate bleeding off all sides. The final page, inside in the folded item, is devoted entirely to your name, address, and telephone number, with the name in block letters over two inches high and other copy in a reverse color plate printed in black. Of course, this block is printed the long way of the sheet, from bottom to top. Your name is very striking, successive letters being printed in a different color—colors not alternating, however—red, green-olive, black, and a medium gray, the last achieved by benday in the black offset plate. If the questions raised at the start of this item are regarded as adverse



Cover of specimen booklet by Mono Lino Typesetting Company, Toronto, is sure to make it conspicuous on desk of user. Rounding ends of panels makes them more interesting than square-sided ones. Extending laterally, heavy rules tend to make page seem shorter. Running vertically, of course, the page would appear longer. Power of a "black" design is demonstrated by company's folder below



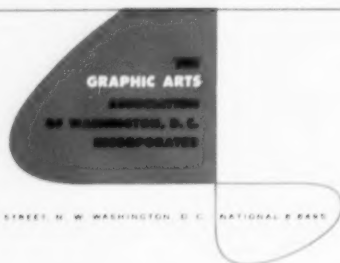
a p m

advertising production men's club of chicago, inc.

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 Vice President: JAMES J. CHANDLER
 Secretary: HARRY BURRILL
 Recording Secretary: RALPH T. STEWART
 Treasurer: GEORGE C. BENTLEY

If significance of big lower-case letters is not at once clear, they command interest powerfully and what they represent is in time discoverable. Letterhead is by Frederic Ryder Company, Chicago



TOWER BUILDING, 14TH AND K STREET, N. W. WASHINGTON, D. C. NATIONAL EXHIBIT

criticism by any readers, here's telling them the folder was issued to herald the news of your winning awards for work done by you and entered in national competitions of the Direct Mail Advertising Association and the Lithographers' National Association. The certificates are impressively reproduced on the center spread.

Calligraphy Requires Sharp Types

EGDON H. MARGO of Sherman Oaks, California.—We've liked your work since we first began to receive samples, particularly, of course, for the calligraphy that usually is featured. Your best craftsmanship in that respect is represented in the several items for Dr. Taub. Printed in gray on gray stock, these reflect beauty and dignity like few things we've seen. Most interesting and stimulating among the items in your latest packet are the half-dozen letterheads on which the name lines only are calligraphic, other copy being in type. In every one of these, the type is sans serif, happily in no instance extra-bold. Even so, we consider you erred. By its very nature—from the manner of its execution, in the way the pen or reed is held—calligraphic writing is contrasty, of thick and thin lines. Type to be used in connection, therefore, ought to be at least somewhat contrasty, and roman. At their best—meaning, say, Futura—the most up-to-date sans serif styles are monotone in character, and create disharmony in



CONTENTMENT

That's exactly what you get at all times when using this EFFECTIVE PRINTING SERVICE

... It means not only satisfaction as to quality, service and price, but most important of all is the impression that effective printing makes on your customer. Printing compares to yours or your salesman's suit of clothes when meeting your customers.

L. H. LANE COMPANY / 67 Battery March Street, corner of Franklin Street, Boston 10, Mass. / Tel. MAcock 6-5228



J. THURMAN EDGAR, President • GARWOOD CHAMBERLIN, Vice President • JOHN E. BECKHAM, Recording Secretary
 RALPH E. DEWINTER, Treasurer • GEORGE F. MALLONEE, Executive Secretary • DONALD T. HALL, Assistant Executive Secretary

Look up to a decidedly original letterhead. Decorative device in dull, deep yellow lacks significance but spotlights telephone number, an advantage when business of organization is largely local

RAYMOND F. DABOLL Galloway Road, Newark, Arkansas Pilgrim 6-3586



Color on original of this completely calligraphic letterhead is orange. Use of mail box is not only interest-provoking but significant. Initials of the artist and "Rural Free Delivery" are the same

A change from usual, quaint pictures appeal, so the Lane company blotters command interest

connection with more contrasty calligraphy. Where the type is very small, the displeasing contrast is at the minimum, but when it is at all large, as on the letterhead of David P. O'Malley, the wide difference becomes pronounced and displeasing. Your work has a further note of class and beauty because on one-color work you depart from the time-worn, usually senseless practice of printing in black ink. With much copy in small type, as in pages of a booklet, black ink is often necessary because it is stronger than any color and provides greater contrast with paper, but with larger type in display work, colored inks do well enough for reading and look infinitely better. Brown on warm-toned stocks and gray on grays may add greatly to the value of one-color printing.

THE PRESSROOM

BY GEORGE M. HALPERN

QUESTIONS WILL ALSO BE ANSWERED BY MAIL IF ACCOMPANIED BY A STAMPED ENVELOPE. ANSWERS WILL BE KEPT CONFIDENTIAL UPON REQUEST.

Use of the Point Sheet in Makeready Procedure

No discussion of makeready procedures would be complete without mention of the point sheet. The point sheet is the first step in overlay work. It involves a technique employed by old-time pressmen to raise all of the weakest areas of the form enough so that the first actual "spot" sheet can be visualized properly.

Not enough is known in the trade about the fine results that can be obtained with this technique. It deserves wider application than it has had.

As a result of recent studies, manufacturers of flat-bed presses have decided that the use of the point sheet—and in many instances an additional spot sheet—is all that is required to bring a form to impression uniformity.

For the past 50 or 60 years, pressmen have been under the delusion that printing pressures were equally distributed between bearer heights and printing forms. To give the best results, an arbitrary figure of .004-inch printing pressure was advocated. This meant that the impression cylinder packing was adjusted to .002-inch over the impression cylinder bearers, and the plate surface was set at .002-inch above the bed bearers.

The results provided a mystery in graphic arts circles equal to anything ever encountered by Sherlock Holmes. All sorts of variations in image lengths took place. Slurs and backlashes were commonplace. Engineers attributed the image phenomena to "pitch-line" difficulties; that is, unequal balance between bearer heights and printing form heights.

Recent tests debunk this theory. It has been proved conclusively that "synchronous travel" is the answer to the problem. You achieve synchronous travel in a letterpress machine when a point on the surface of the cylinder bearer and a point on the surface of the printing form travel through equal distances during the printing cycle. The pressman adjusts his packing so that the impression surface is below the cylinder bearer height.

This new concept insures correct length of print, removes distorted images, reduces plate wear, prevents packing creep, permits normal cylinder settings, and—best of all—gives the pressman wider latitude in dressing his packing.

That last item is important in fine makeready. The pressman may adjust his packing as much as .006-inch by adding or removing sheets. With such leeway, the use of a point sheet should become more widespread. When the point sheet is used, the press operator can save a good deal of makeready time, press delays, and makeready costs.

To make a point sheet, the pressman packs his press in a normal manner, using 50-pound S.&S.C. stock as the packing base and the required number of tympan sheets to bring the impression surface be-

low the cylinder bearer height. To this packing, one additional tympan draw sheet is added. This extra tympan will become the point sheet. It should not be pasted to the regular packing.

After a position O.K. has been received, the pressman makes certain that the top sheet is positively clean. Then the press is run up to speed, and an impression is pulled on the top sheet. The sheet is stabbed in sections, with the stab marks kept as close as possible to the vertical center of the sheet.

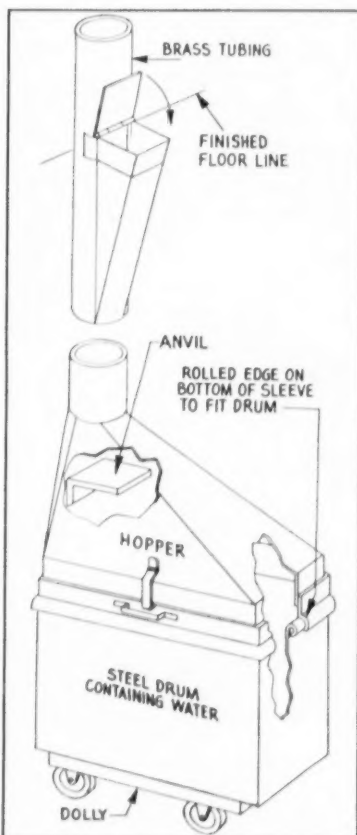
Then the top sheet is removed from the clamps without disturbing the rest of the packing. The clamps are closed immediately. The fold and an additional quarter-inch are cut from the top of the full length of tympan, and the sections are quartered neatly at the stab marks.

Marking out the point sheet is quite simple. A piece of carbon is placed face up under each point sheet section, and the weakest areas are marked out first. In most cases, these will be the areas where no impression is visible at all. Then the pressman rings the next weakest areas, continuing to take in the first area marked. This gives two patches to the weakest area, and one to the next weakest. The third and fourth weakest areas are marked out in the same manner.

When the sheet is turned over, all the marks can be seen easily. The point sheet is patched up, using a sharp makeready knife and very little paste. Lumpy paste may dry hard and batter the form; it may even show up on halftones and solids. The overlays are put on the point sheet in exact register, and the point sheet is then placed on the bottom tympan, with the stab marks in perfect alignment.

If proper attention has been given to rollers, packing, and ink, the next impression ought to show every element of the form clearly. Once the point sheet has been positioned, one overlay or spot sheet may be all that is necessary to finish up the makeready operation.

With synchronous travel-line press operation, the extra .006-inch point sheet can be absorbed without difficulty during the makeready process. The point sheet can contribute greatly to increased production and more rapid press setup.



Burned-out fluorescent tubes at Government Printing Office are disposed of safely when dropped through hoppers on each floor (top). Tubes fall into hopper in basement, break on anvil, and accumulate in water-filled drum for disposal.

THE COMPOSING ROOM

BY ALEXANDER LAWSON

QUESTIONS WILL ALSO BE ANSWERED BY MAIL IF ACCOMPANIED BY A STAMPED ENVELOPE. ANSWERS WILL BE KEPT CONFIDENTIAL UPON REQUEST.

Type Specimen Book Will Help Printer's Customers

- Pressure to keep specimen book current varies with kind of work produced
- Some printers sell books, then refund when customers send them business
- Single-line specimen books or lists of faces will satisfy some customers

A recurring headache to printers is the production of type specimen books. The printer has always been reluctant to take time out from profitable operations to set up and print a listing of types available in his plant. In these days of high hour-costs and labor shortages, the temptation is great to turn a deaf ear to customers' demands for up-to-date type showings.

The pressure to keep a specimen book current varies with the kind of work being produced. Naturally, the advertising typographer and the trade composition plant have the most difficult time of it. They must stock a good percentage of all the new types produced so rapidly by type foundries and composing machine manufacturers. Many commercial printers do not even try to stock current types, simply relying upon the trade composition firms to supply the new designs in the form of repro proofs, electros, or hand-set or machine-set display lines.

The present high cost of producing a specimen book has prompted many attempts to "get out from under" as cheaply as possible. Because the press run is usually quite short, the unit cost of a specimen book is relatively high. In fact, very few books are produced for less than \$20 a copy, and some volumes cost more than twice this amount. Many printers consider this cost prohibitive. They are constantly investigating more economical ways of rendering this service to customers.

Some firms which offer extensive type showings have adopted the policy of selling the books and then returning the purchase price if the customer purchases a certain amount of business during a specified period of time.

A relatively simple device is the condensation of the showing into a booklet which can be enclosed in a No. 10 envelope. Either a single line of type is shown in one size, or merely the name of the type along with the name of the manufacturer and the range of sizes available in the shop.

While this is a satisfactory arrangement for many customers, it does not

please the type specimen book collectors, a race of men who, just as soon as they have business letterheads, write to every printer within a thousand miles. These people are not deterred by the fact that most printers have similar or identical showings—they just want bulk on the typographic shelf. Because all of them appear to be potential customers, the printer generally obliges.

Artists and layout men are not satisfied with the one-line specimen; they want complete alphabets in every size stocked by the printer.

However, even the firms which produce full-size books have adopted the one-line showing as a means of attracting business. Buyers of printing receive several copies of the small booklet, which they can distribute to personnel responsible for typography, thereby saving wear and tear on the large volume which then remains under control of the art director or production manager. While no printer cares to underwrite the supply of specimens for college courses in advertising and commercial art, the one-line book makes a satisfactory and much more economical substitute.

Most printers are individualists, but the cost factor in printing a specimen book levels conflicting interests to a re-

markable degree. In many localities, trade associations have issued a book jointly. Even competitors within a limited area have discussed the production of a combined specimen book.

In New York City, the Typographers Association, a group of trade and advertising composition plants, produces a joint listing which shows one line of each face owned by members, along with sizes carried. This book has been successful over a period of years. It has helped to increase business in many of the firms listed, because the book receives wide circulation in the area served.

Another group, the Advertising Typographers Association, issues a set of cards containing alphabets of all types in general use. These cards are printed as new types appear. They are available in volume for imprinting by association members.

While the group effort produces excellent results, it has not been fully accepted. Many printers, having developed their own ideas about the format of specimen books, refuse to accept a form which might run counter to their thoughts on the subject.

Again, it is felt that type foundries and suppliers should produce specimens adapted to the printer's needs. However, investigations along this line show little progress. In fact, many printers argue that the type founder is only interested in contacting the printer's customers with a splashy showing of a new design, thereby applying some pressure upon the printer to stock the face.

American Type Founders, Inc., has been of some help, though, in offering a set of alphabet cards in a file cabinet, at a reasonable cost, to students studying graphic arts. In England, the Monotype company has successfully sold specimen sheets for a number of years, relieving the individual printing firm of this responsibility. However, the problem of obtaining standardized showings from all foundries and manufacturers is difficult to overcome.

With the influx of foreign types assuming landslide proportions, and with casting machine companies by no means backward in introducing new faces and additional weights and sizes of existing

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designs, many existing specimen books are now almost hopelessly out of date. Many commercial firms are faced with the need for a volume to satisfy customers educated to a higher standard of excellence than in the prewar period.

The printer, then, must gauge this demand in terms of the types offered for display and the method of displaying them. There is no place today for the static appearance of many of the specimen books produced 20 or more years ago. These books contained page after page of type, sometimes enclosed in a stilted and crowded border, with no attempt to instill variety and movement into the pages.

Today, the layout of the specimen book should be indicative of the approach to the problems of typographic design which will be given to the customer's own jobs. In addition, the proponents of the modern specimen book think that it should offer much more than type showings. It should contain such information as hints on markup, copyfitting, and style.

Next month I will discuss some of the conditions which govern the format of the current model specimen book, and the manner of solving a few of the problems encountered.

Your Slug-casting MACHINE PROBLEMS

By Leroy Brewington

Distributor Clutch Trouble

Q.—The distributor on my machine stops frequently, and it has to be started by hand. I washed the bearings out with kerosene and oiled them with clock oil but this didn't seem to help much. What could be the trouble?

A.—The distributor clutch flange springs should be operated at the weakest working tension. Do not stretch or shorten them. If the clutch does not start and operate easily, it may help to remove the clutch flange and rub the leather buffer on a piece of fine flint paper.

Do not increase the stress of the spring in the shaft; it should be all right. To give the flange springs the proper tension, move the collar holding the screws to which the springs are attached.

Whenever the screws stop, remove the obstruction, take hold of the knob, and turn it back a trifle while you draw it out. As you let go, give a slight forward motion to the knob.

Resoldering Entrance Guide

Q.—Is it possible to resolder a piece of a channel entrance guide that has come loose?

A.—The job is relatively simple. You'll need a small soldering iron, a bit of solder, some hydrochloric acid, and a lump of borax.

Remove the guide and note that it has a spot of solder where the parts formerly were attached. Apply a drop of acid to both parts, heat the iron until it produces a greenish vapor when touched to the acid drop, and then touch the end of the iron on the lump of borax.

Apply some solder to the iron, and spread a thin coat of solder on each part. Put another small drop of acid on each piece, lay the two parts together in correct position, and apply the hot iron. Remove the iron (but be careful not to let the parts move), and apply pressure with a block of wood. If something slips and the joint is irregular, you can reheat it and reposition the parts.

Self-Centering Stick for Comps

Q.—Will you kindly advise us where to obtain a self-centering composing stick?

A.—The only self-centering stick which I know about is the device supplied for use with Ludlow Typograph. There have been numberless inventive minds in composing rooms over the last few centuries, so that undoubtedly someone must have contrived a composing stick to facilitate the setting of centered lines. It seems to me that such a stick would be rather bulky, but perhaps some reader knows about such a tool. I would be pleased to hear about it.

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Larger table handles plates up to 24". ½ H.P. motor provides extra power
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Improved Saw Guards and Waste Chutes shield operator from flying chips
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Driers and Drier Reactions Are Important; Uncertainty Is Source of Worry in Offset

The problem of attaining a proper drying result in lithographic printing has always been one of uncertainty and remains a constant source of worry to the lithographer. The conditions responsible for poor drying are many and highly variable in character. The factors involved are composition of the ink; the chemical composition, structure and moisture content of the paper; press conditions, and varying atmospheric conditions within the pressroom.

The following concerns driers in general, their effects and reactions in lithographic printing and the mechanism of drying or film formation of the printed ink film. We all know that driers act in some way upon the vehicle in an ink to speed the formation of a hard dry film. In order to understand better the reaction of drying, we should know something about the driers themselves.

LTF Issues New Edition Of Survey of Lithography

Survey of Lithography, LTF Bulletin No. 407, is a new revision of the 1945 edition which compiled subjects of a litho course conducted for 18 years by William M. Winship, Brett Lithographing Corp., Long Island City, N. Y. H. C. Latimer, author of the new edition, is a graduate of one of Mr. Winship's earliest courses and a long-time litho teacher at New York University.

Mr. Latimer prefaces the new edition with a comparison of the major printing processes. His 16 chapters range from the invention and development of lithography to binding and finishing operations. Then come sections on lithography's application to current printing problems and the classes of printing for which the process is most often used. A summary of advantages and limitations of the process, as well as lists of trade customs and reading references, also are included.

The 112-page book may be obtained from Lithographic Technical Foundation, 131 E. 39th St., New York 16. The price is \$1.38 to LTF members and \$4.58 to nonmembers.

Driers are generally classified as metallic salts, soaps or other metallic compounds of organic acids and their glycerides. Only certain polyvalent metals act as driers, but no metal will inhibit drying of an oil film. The metals that are most effective in promoting film formation, and the ones most universally employed in lithographic inks, are lead, manganese and cobalt. These metals, however, are only effective in this respect when compounded into mediums that are soluble in the drying vehicles, and the extent of their efficiency depends upon the percentage of the metal in the medium employed. When the metal is colloiddally dispersed, it does not have any drying power whatsoever. These rules are important to know.

Cobalt driers are generally used in the form of linoleates, resinsates, acetates or naphthenates. They have the greater effect in accelerating oxidation of the film and this action is extremely rapid so that it is largely confined to the surface. Cobalt has very little tendency to promote uniform thickening or polymerization, making it principally a surface drier.

Lead driers are not strong oxidation accelerators, but are very effective in promoting solidification uniformly throughout the thickness of the film and they are classified as "through driers." They are used usually in the same forms as the cobalt compounds.

Manganese driers are usually incorporated as borates, linoleates, resinsates or naphthenates. They are intermediate in

their drying effects in respect to lead and cobalt. They are more effective oxidation catalysts than lead and more active polymerizing agents than cobalt.

It is quite obvious from the foregoing facts that mixtures of these three should produce the best drying results and such is actually the case. Lead acetate and manganese borate driers in combination are used extensively in the industry and they are known as paste driers. Cobalt driers are very seldom sold in admixture with other metals.

It might be well to discuss briefly the mechanism of film formation of drying oil vehicles before outlining the function of driers in hastening this process. Although there exists a mass of controversial data and opinion as to the chemical nature of the drying reaction, it is fairly well agreed that appreciable amounts of oxygen are absorbed, first in the form of peroxides which undergo association and these further rearrange to other oxygen

Lithographic Production Standards Set Up by NAPL

The National Association of Photo-Lithographers directors have approved a project for setting up lithographic production standards. The plan calls for a booklet showing the time needed for camera work, stripping, opaquing, platemaking and makeready, washup and running on presses of various sizes.

Press information will cover simple line work; line and halftone work; complicated line and halftone work with surprints, bendays, tints, etc.; and spot or line color work. Other standards will cover bindery operations such as folding, cutting, stitching, punching, banding and round cornering.

NAPL headquarters hopes to present the standards, particularly those on photo-mechanical operations, during the association's convention Sept. 21-24 at Cleveland's Statler Hotel.

Said executive vice-president Walter E. Soderstrom:

"We plan to build our membership to 1,000 as soon as possible to justify an appropriation for issuing a lithographic estimating manual and other 'must' information for our members. Membership total on April 15 was 675."

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compounds, bringing about polymerization and gelation of the colloidal system thus formed. This drying process goes through three distinctly observable stages, namely: (a) induction period—slow, with no change in viscosity; (b) setting period—rapid change in viscosity; (c) tack free—slow, involving hardening of the gel.

The function of the driers in speeding this reaction is also not completely understood but this much can be stated from the evidence thus far compiled: (1) They shorten or eliminate the induction stage; (2) Accelerate oxygen absorption by the oil; (3) Hasten gelation or solidification; (4) Decrease maximum oxygen absorption by an oil film; and (5) Combine the four effects to produce the one effect—more rapid drying of an oil film.

To understand better the difficulties which often occur with drying we should review the conditions generally encountered on a lithographic press. We will consider first of all that press conditions are normal. Our fountain solution is pH 3.8 acid, dampening mechanism and press rollers in proper adjustment and ink properly reduced with sufficient driers added to effect overnight drying on the stock to be run.

During the course of the printing, the fountain water is whipped into the ink by the speed and friction of the rollers and cylinders. In its advanced stage this is generally referred to as emulsification or waterlogging of the ink. From 5 per cent to 15 per cent can be normally taken up and held in mechanical suspension by the ink without detrimental effect on the printing process. This amount, however, may not be sufficient to act too long as a retardant to drying on the stock since some of it will be absorbed by preferential wetting. A little of it enters into the drying process itself to aid in the formation of peroxides which rearrange to oxidation products, and the rest of it is evaporated during the heat evolved in the oxidation reaction and drying is carried out to the final stage.

Now let us assume that press conditions are abnormal. Our fountain acidity is below pH 3.8 and the ink is a little thinner, greasier and weaker, dampening unit not quite properly adjusted and moisture content of the paper is higher than normal. The ink being thinner and weaker is now run fuller, with the result that more water must be run. The ink now takes up to 15 per cent to 20 per cent of fountain water, with still the greater portion of it mechanically suspended, so that we are still able to produce printing results.

Since the paper is abnormally saturated with moisture and the ink contains more than the normal amount, absorption of it is negligible, with the result that oxidation becomes retarded. The excess acid in the water-saturated ink now comes into

play. It begins to react with the soluble metal salts to form insoluble ones and as the metal becomes insolubilized, the tendency to oxidize is further lessened and can proceed to a point where all of it becomes deactivated, leaving the film in an undried state for a long period of time.

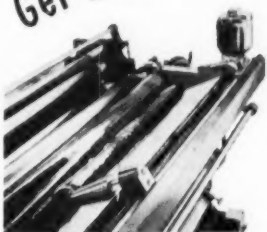
If the sheets were winded regularly or fully exposed to air to drive out the moisture, oxidation of the film might still be effected eventually because of the natural drying characteristics of the vehicle itself, but because this action is so exceedingly slow, absorption of it into the stock is carried to excess, leaving little of it on the surface to effect proper binding of the

pigment particles and resulting in a permanent, non-dry, chalking film.

The above conditions are not as exaggerated as they may seem and do occur quite frequently, but because many inks contain pigments having natural drying characteristics, the drying troubles one might expect so often are averted.

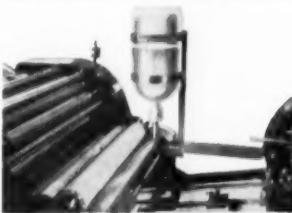
Much of this uncertainty concerned with drying can be eliminated successfully by using highly concentrated inks, properly reduced to press consistency, with sufficient amount of well balanced driers and the all-important factor of careful control of water and acidity.—Fuchs & Lang *Litho Letter*.

Get better, more profitable printing—with BALDWIN equipment!



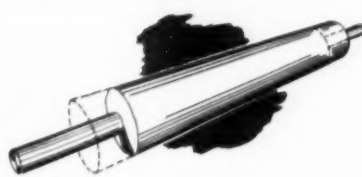
BALDWIN INK AGITATORS

—Continuous traveling rotating cone keeps ink against fountain roller, uniform on the job in mill condition. Cone is simple to remove and clean. Separate motor drive. Applicable to almost any offset or letterpress fountain.



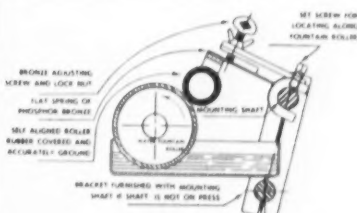
BALDWIN WATER LEVELS

—Automatically maintain constant fountain solution level, stabilize fountain setting, save pressman's time. Unbreakable polyethylene container has automatic non-spill valve — keeps solution supply visible.



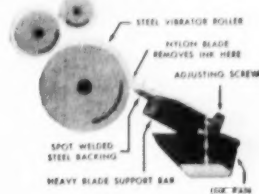
BALDWIN VIBRATING ROLLERS

—Improve ink and water distribution to reduce "layout ghosts" on offset and letterpress presses. Standard stroke, 3 to 6 inches—longer on special order. Diameters to fit small spaces.



BALDWIN WATER STOPS

—Make moisture control easy and positive, and flood and dry-up problems, eliminate frequent hand settings. Fully adjustable to all requirements, easily installed. 2 to 10 inch sizes, longer on special order.



BALDWIN PRESS WASHERS

—Give fast, clean washups automatically, without ink roller removal. Adjustable nylon blade guaranteed six months, easily replaceable. For offset and letterpress.

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80 Roebling Street

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WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES

Two New Offset Press Models

Two 25x38 press models have been added to the offset line produced by Miehle Printing Press & Mfg. Co. Called the Miehle No. 38, the new presses will handle a maximum sheet of 25½x38 and bleed a full 25x38 area at speeds up to 7,000 impressions per hour.

The single-color model is available either with a low-pile, built-in delivery similar to that on Miehle's 29 and 36 presses, or with a high-pile extended delivery as on the 38 two-color and the 41 and 49 presses. A continuous feeder is available as optional equipment.

Accurate register is achieved by the combined action of three features: stream feeding, a preregister device that slows each sheet before it reaches the front guides, and a swing gripper transfer.

In the inking and dampening system, large form rollers of various sizes are used for full, uniform coverage. Dampening rollers can be set and adjusted from outside the press.

All press controls are located within easy reach of the pressman. Automatic lubrication is provided for all main bearings, and many of the moving parts run totally enclosed in a bath of oil.

Additional features include a power hoist on the feeder, double-sheet caliper,

electro-mechanical sheet detectors, and radial and axial adjustment of the second-color plate cylinder.

Manufacturer: Miehle Printing Press & Mfg. Co., 2011 W. Hastings St., Chicago.

Color Separation Light

Color separation work on negatives requires flat, "north" light, although many shops are not equipped to provide this type of lighting. To meet this need, a compact, lightweight illuminator has just been introduced.

Called the Groverlight Northern, it has a specially formed metal reflector, shaped like a "W", with six standard lamps that bounce the light off the reflector. The manufacturer says light diffusion is so even that an exposure meter, moved over the 11x17 working surface, shows no change in light intensity at any point on the glass.

In addition, the special design of the reflector metal is said to dissipate heat so that transparencies can be exposed over the light for long periods without expansion or loss of register. Masks are supplied for 4x5, 5x7, and 8x10 transparencies.

The unit also may be laid directly on a vacuum frame for contact platemaking.

Manufacturer: Natural Lighting Corp., 612 W. Elk Ave., Glendale 4, Calif.

Developing Tray Agitator

Darkroom workers are relieved of one time-consuming chore by a film tray agitator just introduced. Mounted easily behind the sink, the machine has adjustable clamps that are fastened to the film trays. When the machine is started, the trays are rocked gently, causing the developer and fixer solutions to flow over the film at the proper speed. The manufacturer says the device gives better negatives and higher production, and leaves the darkroom operator free to concentrate on quality control.

The film tray agitator is similar to that installed in the Pabelart automatic developing sink, mentioned in this department in April, 1955, page 70.

Manufacturer: Graphic Arts Center, 207 W. Park Ave., State College, Pa.

Non-Yellowing Overprint Varnish

Developed for both letterpress and litho printing, a new overprint varnish is said to be the first that is non-yellowing and scratch-resistant. Called 20/20 varnish, the compound is homogenized to prevent settling out, and the manufacturer says it will remain crystal-clear for an indefinite time.

Because it is resistant to both acids and alkalis, 20/20 can be used for such special applications as boxes and labels for soaps, detergents, and chemicals. Among other advantages claimed for the product is the fact that it is fast drying on stock but slow drying on the press and rollers.

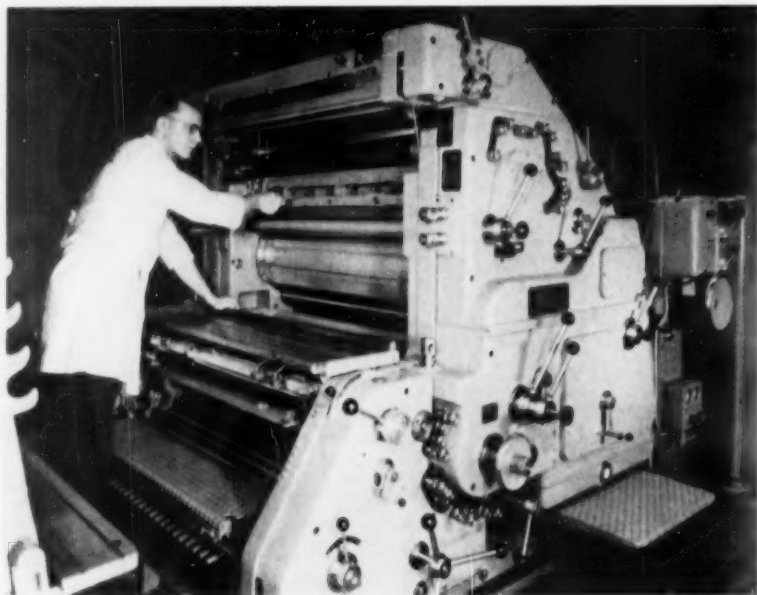
Manufacturer: Central Compounding Co., 1718 N. Damen Ave., Chicago 47.

Self-Sticking Label Paper

A new line of self-adhesive label papers, M-J Dry-Stik, has just been introduced to the printing trade. The new product, made by McLaurin-Jones Co., will be available on base stocks such as Sparklekote and M-J plated papers.

M-J Dry-Stik does not require moistening. It will stick to any smooth surface almost indefinitely, according to the company, and it resists heat and cold. Labels made from the stock can be removed from smooth surfaces easily, without leaving residue or marring the surface. The material is recommended for such items as labels for fabrics, instruction labels for appliances, and inspection stickers.

Manufacturer: McLaurin-Jones Co., Brookfield, Mass.



New offset press has stream feed and swing gripper transfer for more accurate register at high speeds



Rotary perforator has automatic feeding system

Automatic Rotary Perforator

An automatic rotary perforating machine, said to be the first of its kind, is now available as auxiliary equipment for offset and letterpress shops.

Called the Pierce Perf-A-Matic, the machine requires no special operating skill. The manufacturer says the machine can eliminate the expense of press perforating in letterpress shops and can add a profitable bindery operation in offset plants.

The Perf-A-Matic has bottom feed and top delivery, so the sequence of numbered forms is not disturbed. It is said to be capable of handling any stock from tissue to cardboard in sizes from 3x4 up to 17 inches wide and 20 inches along the perforated length. The wheels are designed to produce a shear perforation.

Wheels are available for $\frac{1}{8}$ -, $\frac{1}{4}$ -, $\frac{3}{8}$ -, and $\frac{1}{2}$ -inch perforations. The minimum space between heads is $\frac{3}{8}$ -inch. Perforation register is controlled by micrometer setting of the guides.

A variable speed drive delivers perforated material at the rate of 8,000 to 16,000 feet per hour. A form measuring 8½ inches along the perforating length may be handled at 11,000 to 22,000 per hour. A 17-inch perforated form may be delivered at 5,500 to 11,000 per hour.

Manufacturer: Pierce Specialized Equipment Co., 350 Peninsular Ave., San Mateo, Calif.

Orderly Litho Plate Filing

Quick access to offset plates, artwork, and unmounted letterpress plates is possible with the new Philips hanging files and file cases. Made in two models designed to file material up to 22x22½, the cases are made of plywood covered with vinyl plastic leatherette.

The file folders, with index tabs, hang on side rails within the case. Each folder is bound with leatherette and its bottom is reinforced with wood. The file cases may be set on a table or they may be equipped with legs to bring them to a convenient working height.

Manufacturer: Harriman Chair Mfg. Co., Harriman, Tenn.

Sturdy Router Bit

If you've been having breakage troubles with router bits, especially with the larger sizes used for ripping out large areas of plates, you may find the answer in a line of bits just introduced. The new bits have a $\frac{3}{4}$ -inch shank which is said to eliminate the breakage encountered with the standard shanks.

The new shank will fit all Sta-Hi Master routers and other late model routing machines with Jacobs key chucks. Other machines can take the bit with minor alterations in the spindle or the change of a collet size. The new tools are made in

Style A, sizes $\frac{3}{8}$ -, $\frac{1}{2}$ -, $\frac{5}{8}$ -, and $\frac{3}{4}$ -inch.

Manufacturer: George Tarpley Co., Box 2401, E. Cleveland 12, Ohio.

Compact Dehumidifier

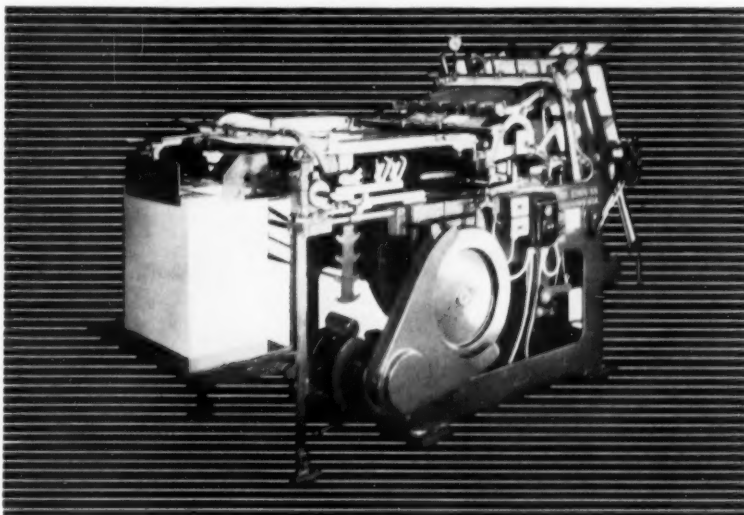
A compact dehumidifying unit has been introduced for combating moisture problems in storage and working areas. Furnished as a basic unit, without a cabinet, it can be hung from ceiling joists or installed in an enclosure of the buyer's choice.

Called the Dixie Air Dryer, it has a $\frac{1}{6}$ -h.p. hermetically sealed unit similar to those used in household refrigerators. A

see the *New*

BANTHIN

13 x 20 CYLINDER PRESS



the lowest priced press in its class

Compare the versatile Banthin 13 x 20 Horizontal Cylinder press with more expensive presses in its field, and you'll agree with printers all over America that the Banthin provides low cost, quality production.

Examine these outstanding features: New variable speed pulley which gives any speed from 1800 to over 4000 I.P.H.; Tachometer provides direct I.P.H. readings; Bijur one-shot lubricating system to all vital parts; easily accessible ink plate and form; no double rolling required due to superior ink distribution; convenience of operation.

Ask for a demonstration or write for additional information and prices.

THE BANTHIN ENGINEERING COMPANY
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fan draws room air over the cooling fins, and moisture condenses out on the fins.

According to the manufacturer, at 90 per cent humidity the Dixie removes three gallons of water from the air every 24 hours. It is said to use about the same amount of power as a 200-watt lamp.

Manufacturer: Adams Equipment, Inc., 575 S. Jackson St., Jackson, Mich.

'Waterproof' Outdoor Stock

Hobart Paper Co. has announced a development that it says makes its Aquapello White Sign Fibre virtually impervious to water. Consequently, the company says,

waterproof outdoor signs can be produced with no increase in the cost of paper stock.

Aquapello stock is now treated and beater-impregnated with a waterproofing additive that is said to eliminate the need for varnishing before or after printing. The development makes it possible to use special inks, such as fluorescents, that cannot be used under coatings.

Aquapello is available for immediate delivery in practically all sheets and roll sizes. Test samples are available from the company.

Manufacturer: Hobart Paper Co., 111 W. Washington Blvd., Chicago 2.



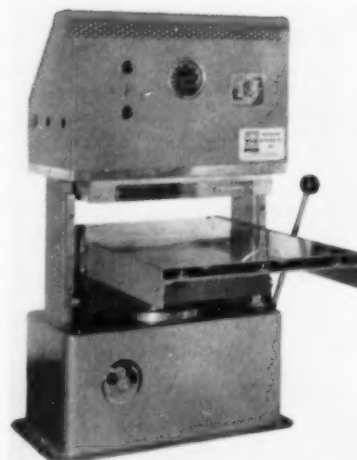
WHEN there's an important announcement to make and your customer wants people to be reminded of it, again and again, there's nothing like a sales blotter. Here are two interesting examples.

The print order for the New Jersey Bell Telephone blotter (printed in 3 colors) was 1,800,000. The blotter was distributed as a bill enclosure to customers and was also used by the company's business offices and advertising salesmen.

The print order for the Chase Manhattan Bank blotter (printed in 5 colors) was 150,000. Distribution was made over the counters of 93 offices of the bank.

To keep in touch with the best practice in the use of this medium, ask us to put you on the list to receive the collection of samples of attention-getting blotters which we distribute several times each year. **THE WRENN PAPER COMPANY, MIDDLETOWN, OHIO** — *Makers of fine blotting papers for over 75 years.*

Actual size of blotters, 5 1/4" x 6"



Platemaking press has individual heat controls

Hydraulic Platemaking Presses

A new line of hydraulic presses has been announced for rubber and plastic platmaking. Featuring rigid construction and precision-ground platens, the presses have cast-in Calrod heaters individually controlled by thermostats to 600 degrees. A built-in cycle timer also is included in the instrument cabinet to assure uniform production. A fast-action, two-stage hydraulic pump provides quick closing. A stainless steel tray rolling on ball casters is provided for moving work in and out of the press.

Manufacturer: Pasadena Hydraulics, Inc., 279 N. Hill Ave., Pasadena 4, Calif.

One-Minute Duplicator Plates

Offset printing plates for office-type duplicators can now be produced in one minute with a technique developed by Eastman Kodak Co. The new method uses the Kodak Verifax Copier, an office photocopy machine now used for making copies of letters and other business papers. By using a new type of direct-image paper plate in place of the regular copy paper, a master is produced that can be used on the duplicator for printing.

According to Kodak, any typed, written, or drawn original can be copied by the new method. A paper plate suitable for use with the Kodak process is being marketed by Polychrome Corp., Yonkers, N.Y.

Manufacturer: Eastman Kodak Co., Rochester 4, N.Y.

Utility Maintenance Kit

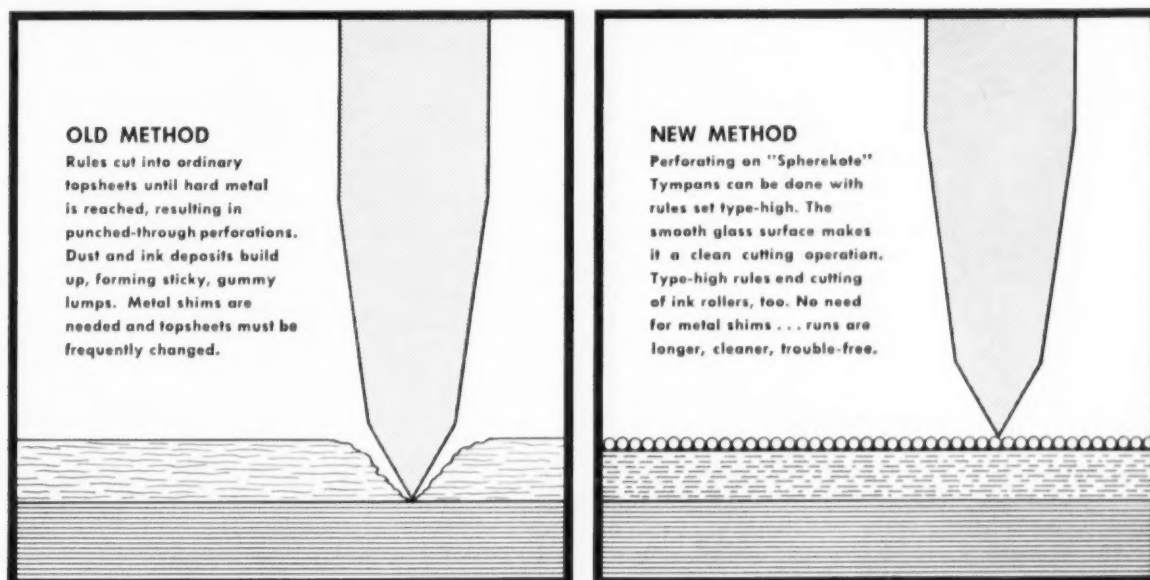
Slug-casting machine operators and shop maintenance men may find many uses for a new utility kit. The kit contains four of the familiar aerosol spray cans. Included are lubricating oil, penetrating oil, rust inhibitor, and All Weather Clear-Coat, a protective metal coating.

Manufacturer: Crown Industrial Products Co., 713 Amsterdam St., Woodstock, Illinois.

QUICK FACTS ON "SPHEREKOTE" TYMPAN COVERS

- PERFORATE without metal shims
- PERFORATE right up to the line of type
- Eliminate LUMPING and INK BUILD-UP
- Get FLATTER PILES on perforating runs
- Run NUMBERING JOBS without chewing topsheets
- Schedule QUICK BACK-UPS without smudging
- Reduce STATIC on sensitive stocks
- Allow WASHUPS without softening packing

The Glass Surface Makes The Difference



Now! An "all-day" tympan cover for press perforating . . . 15-D "Spherekote" Tympan

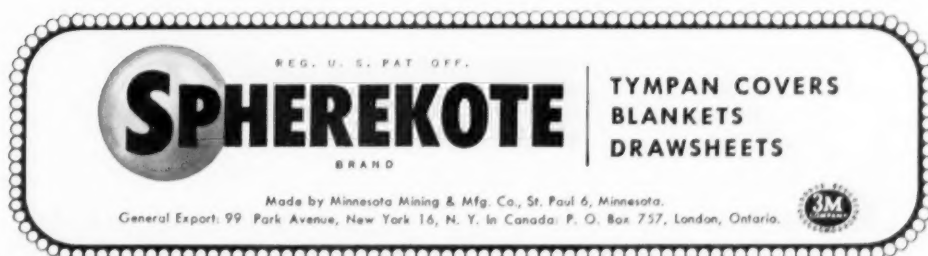
Tough 15-D "Spherekote" Tympan Covers get press perforating jobs off to a fast start . . . and keeps them going all day long without topsheet changes. 15-D Tympan covers are built to take it, to give you longer, cleaner press runs and save expensive press downtime.

Millions of tiny glass beads on the surface of "Spherekote" 15-D Tympan Covers make a smooth, hard surface that makes press perforating faster and cleaner. No more metal shims,

no more punched-through perforating jobs. Rules can be set type-high with 15-D topsheets for cleaner cuts and faster runs.

Try "Spherekote" 15-D Tympan Covers in your shop soon. Prove their money-saving advantages to yourself right on *your own presses!* For more information and to arrange for a FREE demonstration write today to: Minnesota Mining & Manufacturing Company, Dept. IP-75, St. Paul 6, Minnesota.

A PRODUCT OF "3M" RESEARCH



Rubber-Plate Letterpress For Package Printing

A new six-color letterpress machine, designed to print from rubber plates, has been introduced to the package printing field. The manufacturer says that use of rubber plates on the new unit offers the same simplicity, flexibility, and economy possible in flexographic printing. At the same time, the press is said to be capable of producing fine-screen process work comparable in quality to metal plate letterpress or rotogravure.

The builder's engineers report that screens up to 120-line can be handled with perfect register and dot formation. Solids and fine type are said to reproduce sharply.

A variety of repeat lengths—vital to packaging production—is made possible by using interchangeable plate cylinders in a wide range of sizes.

Other advantages claimed for the rubber plate press include ink savings of as much as 20 per cent compared with metal plate printing requirements. Either moisture-set or heat-set inks can be used. Paper savings up to 15 per cent also are said to be possible, due to the ease with which rubber plates can be butted on the cylinder, eliminating trim waste.

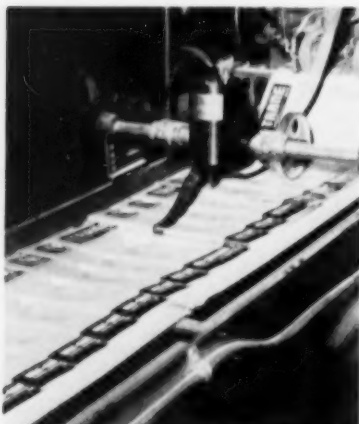
A separate plate mounting and proofing unit can be provided to permit skilled pressmen to concentrate on makeready and proofing. This makes it possible to put less skilled workers in charge of the actual press runs.

Manufacturer: Paper Converting Machine Co., Green Bay, Wis.

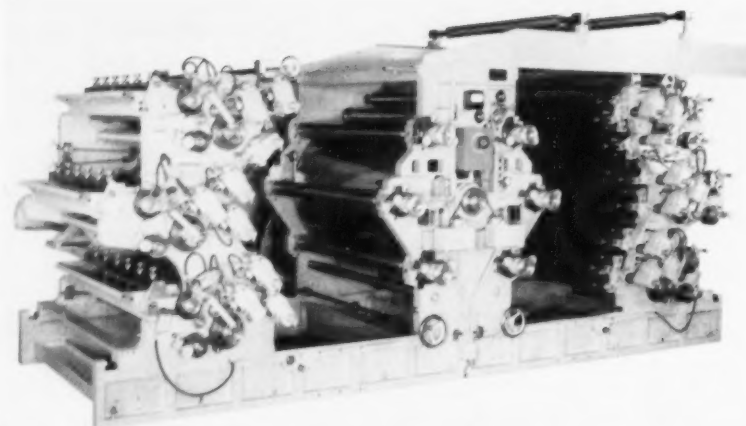
Batch Indicator in Production

Full-scale production has been announced on the Bro Multiple Batch Indicator, first introduced in pilot models over a year ago.

Adjustable to fit almost any type of folding machine, the Bro indicator counts production in predetermined batches. Two types of preset count controls are



Batch indicator counts folding machine output



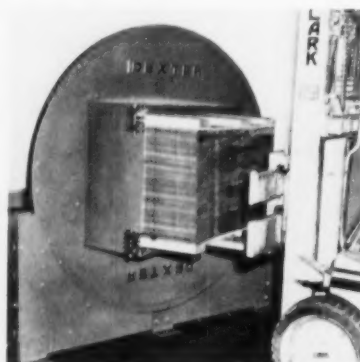
Six-color press uses rubber plates, is said to print 120-line halftone screens with perfect register

offered: a selector box that provides counts in fixed multiples from 10 to 1,000, and a Cyclo-Monitor that can be set for any batch quantity up to 2,000.

Both controls are operated by an actuating switch attached to the fold plate of the folding machine. When the batch count is reached, the control operates retaining fingers on the indicator that either vary the spacing of finished pieces on the delivery table or kick a piece sideways to indicate the count.

The device also is available as a portable unit, with motor-driven, variable-speed extension delivery, in lengths of 6, 8, and 10 feet.

Manufacturer: Bro, Inc., 529 S. Seventh St., Minneapolis 15.



Pack turnover helps to speed metal decorating

Metal Pack Turnover

Metal decorators are offered a chance to speed operations as much as 25 per cent with a new pack turnover. The device eliminates the need for turning each sheet as it emerges from the oven.

Ordinarily, metal sheets pass through the oven standing on end. They are lowered flat for delivery, but emerge upside down from their original position. For subsequent decorating operations the sheets must be turned over.

When the pack turnover is used, metal sheets are delivered onto a pallet in the

automatic piler. A fork truck picks up the pallet and carries it to the turnover machine, where an upside-down pallet is placed atop the load. The driver, without leaving his truck, pushes the switch that rotates the load, and then removes the load for delivery to the next operation.

The pack turnover can handle sheet sizes from 16x16 to 36x36 and loads weighing up to 6,000 pounds.

Manufacturer: Dexter Folder Co., Pearl River, N. Y.

Cutter for Large Press Sizes

E. P. Lawson Co. has expanded its new V65 line of power paper cutters with the addition of four models in the 55-inch size range. The V65 line was announced in this department last month, page 73.

All the features of the V65 line are on the new 55-inch models. Standard equipment includes cushioned hydraulic clamping, tiptoe hydraulic treadle, 5-inch clamp, and straight-line knife bar pull.

All of the 55-inch models are designed so that a motor-operated back gauge or electronic spacer can be added later to the basic machine without removing it from the owner's plant.

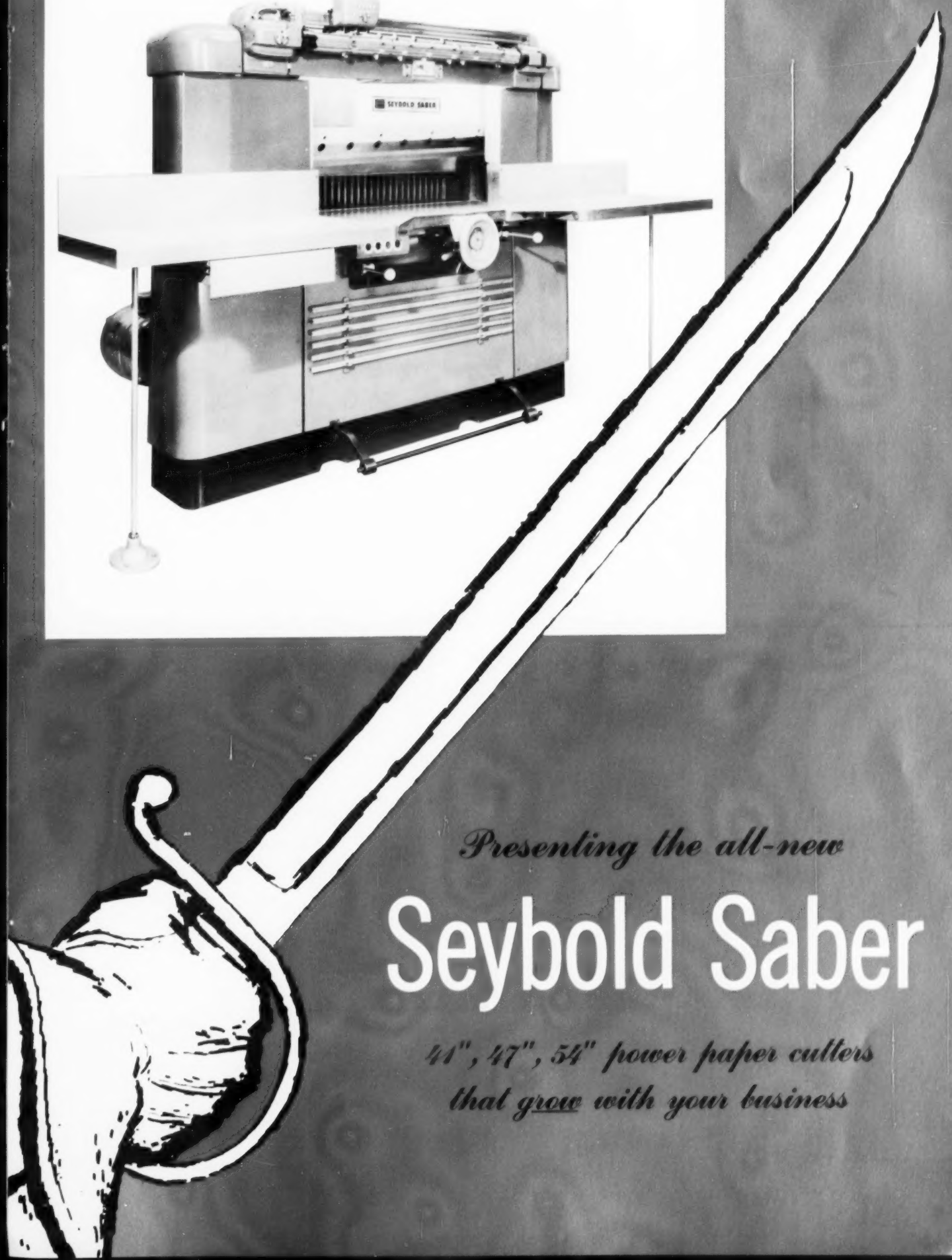
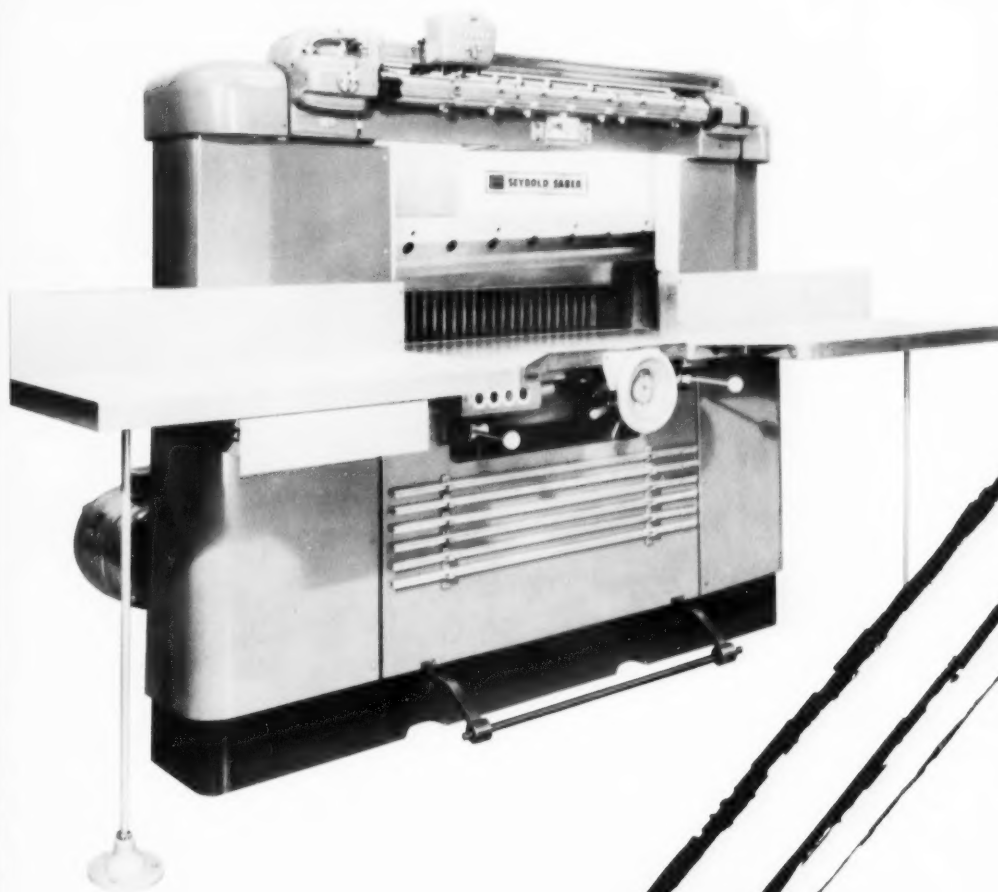
Manufacturer: E. P. Lawson Co., 426 W. 33rd St., New York 1.

'Two Speed' Blanket Cleaner

A new offset blanket cleaner—DBA Kwik-Kleen—is being offered in two formulas that give different drying speeds. Formula No. 103 is a fast-drying compound, while No. 201 is slow-drying. The manufacturer says the different formulas were developed to compensate for varying press sizes, because larger press blankets require a slower-drying conditioner.

DBA Kwik-Kleen is said to cut dried ink and varnish quickly, with no need for hard rubbing or scrubbing. According to its maker, the compound will not cause blankets to swell or dry out, and it does not leave any harmful residue.

Manufacturer: DBA Products Co., Deerfield, Ill.



Presenting the all-new

Seybold Saber

*44", 47", 54" power paper cutters
that grow with your business*



ADD POWER BACK GAUGE
when you need it

New concept in power paper cutters...

**Look how Seybold Saber
grows with your business**

ADD OPTIONAL EQUIPMENT when you need it

• For operator efficiency

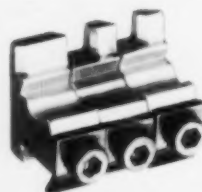
• For fastest possible cutter mass production



"Work Flow" air film table



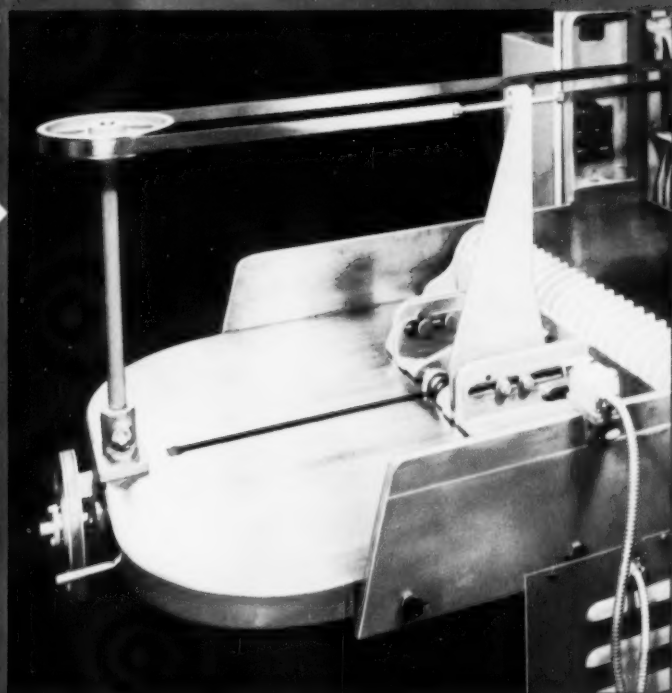
Extra spacer job strips, stops



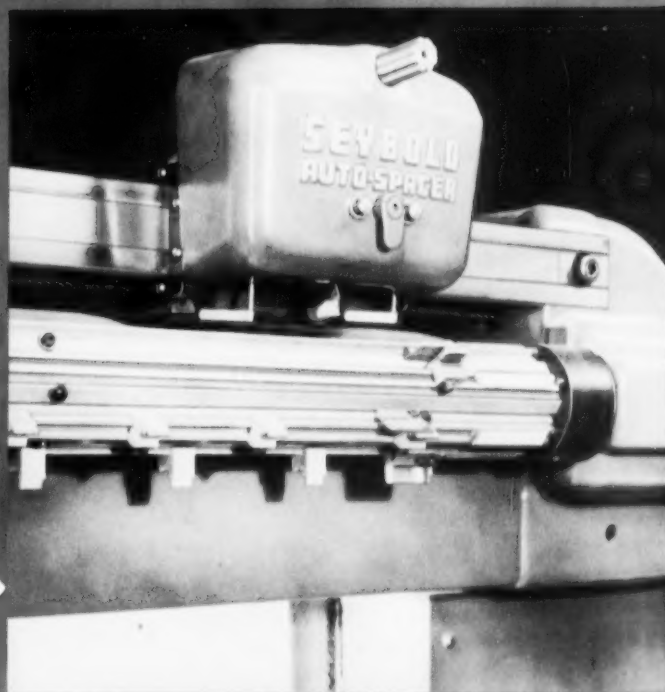
Special minimum successive cut stops



Extra reverse-forward assembly



ADD AUTO-SPACER
when you need it



Only Seybold Sabers are specifically designed to offer this intriguing benefit: They can actually *grow* and adapt themselves to the changing requirements of your business. You buy what you need now and add other equipment later. Even major transitions can be made in your own plant . . . all because of the interlocking construction of these completely-new power paper cutters.

For example, suppose you start with a basic manual back-gauge cutter . . . 41", 47" or 54" size. As your business expands and your cutting requirements change, you can convert it to a power

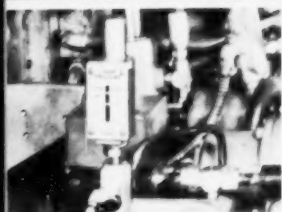
back-gauge machine and later to an Auto-Spacer. Or, you can change it directly from a basic cutter to an Auto-Spacer.

To any of these models, you can also add optional equipment—from Harris-Seybold's patented "Work Flow" air-film table to extra "Micromatic" spacer job strip setups — when you need it . . . now or later. Some of these are shown below.

Growth potential, however, is only one benefit. This completely-new line of cutters was designed to be the most modern you could require . . . now and in years to come.

And here are some advanced design features of Seybold Saber power cutters →

• For maximum cutting accuracy



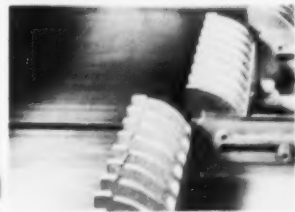
Clamp pressure indicator

• For book, pamphlet trimming



Detachable clamp sole plates

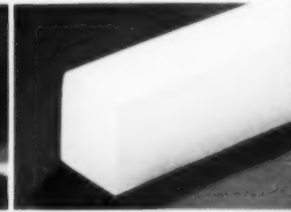
• For minimum non-chargeable time



Split back gauge



cutting stick knockout

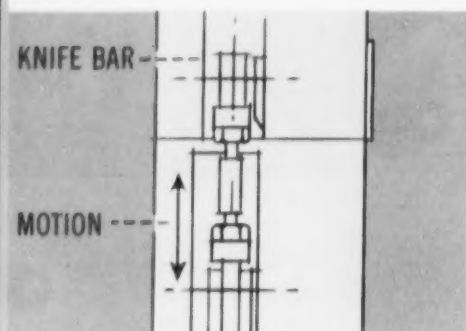


Plastic cutting stick



Advanced design features of completely-new Seybold Saber

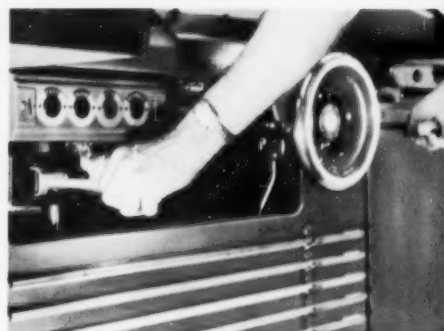
"Cushion-Contact" fully-hydraulic clamp gently cushions the pile—allowing time for air to settle out—and then clamps it evenly and rigidly. Uniform pressure maintained throughout entire cutting stroke. Complete pressure range (33 lbs. to 5 tons) handles all stocks—clamps lightweight paper or smashes backs of books. Full pre-selected pressure applied immediately after "Cushion-Contact" in automatic operation. Full pressure also available for preclamping or gauging.



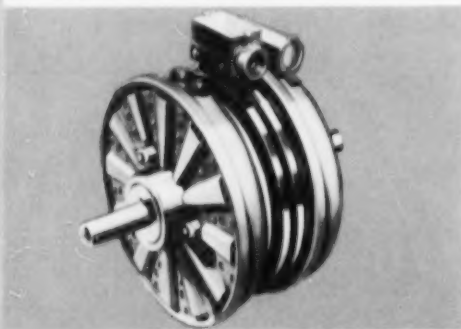
"Customer's Cut" knife stroke: clean, smooth, in-line cut. Power is applied to knife bar ahead of the knife-edge. Uniform cutting speed gives longer machine and knife life.



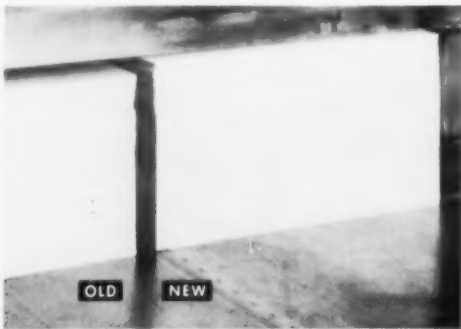
"Micromatic" six-sided spacer bar: brings next job strip into position or repeats last sequence if desired. Interchangeable aluminum job strips provide permanent cutting sequence for repeat runs.



"Safety Master" 2-hand electric throw-in provides finger-tip control. Requires both hands on controls for the entire down stroke of knife. And, it must be reset after each cut.



"Safety Master" clutch and brake is electro-magnetic and gives instant response. If power fails, it stops cutter knife at any point in cycle. Uniform power transfer reduces maintenance.



Increased clamp opening handles more stock. Because it gets those extra sheets per cut, you can greatly increase your output per man-hour. But, the so-gentle clamp won't disturb or mark the pile.



You are invited, indeed cordially urged, to call your Harris-Seybold representative for details or to write Harris-Seybold Company at 4510 East 71st Street, Cleveland 5, Ohio.

**HARRIS
SEYBOLD
COMPANY**

SEYBOLD CUTTERS

Harris Presses • Seybold Cutters • Harris Litho-Chemicals
Special Products • Cottrell Presses • Platemaking Equipment
Macey Collators



Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

PIA Board Raises Dues, OK's Convention Exhibits

The board of directors of the Printing Industry of America, Inc., at its mid-year meeting in Colorado Springs, May 28-June 1, voted to increase the dues for local associations by 8.7 per cent and about the same amount for members-at-large. The new schedule will be effective Nov. 1 after the next board meeting in Atlantic City during the annual PIA convention, Oct. 15-20.

William H. Walling, PIA president and chairman of the board of Rogers-Kellogg-Stillson, Inc., New York City, announced that PIA had also taken a major step to strengthen its relations with the supply industry. Annual associate memberships have been established for national companies supplying the industry. The new policy makes possible exhibits at conventions following the next one in Atlantic City.

The PIA board also heard reports showing enhanced activity by the Union Employers and Master Printers Sections. Also presented were reports from the four recently organized sections now actively in operation. The new sections are Rotary Business Forms, Web Offset, Trade Binders and Ticker Printers.

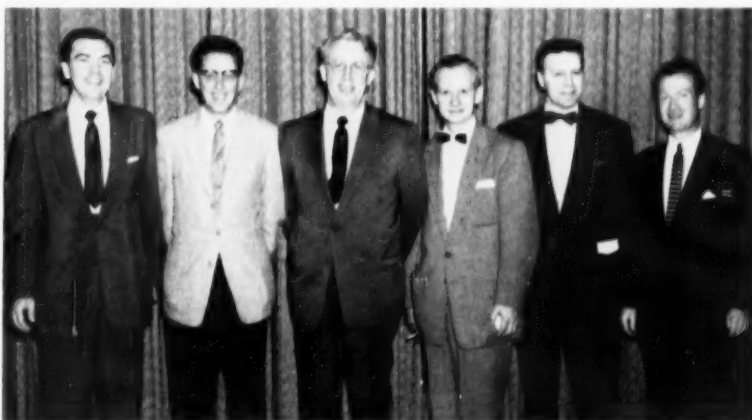
In another major decision, the board approved preparation of a "Handbook on Financial Management," which will be financed by a grant from the PIA Foundation Trust Fund. In charge of the new project are Col. H. R. Kibler, W. F. Hall Printing Co., Chicago, and Harold R. Long, Kable Printing Company, Mount Morris, Ill. The handbook will be two years in preparation.

The Ash Khan Crew under the presidency of Rollie W. Bradford, Bradford-Robinson Printing Co., Denver, inducted the following into membership in the honorary organization: James J. Rudisill, Rudisill and Company, Inc., Lancaster, Pa., past president of PIA; George B. Gannett, George D. Barnard Company, St. Louis, and H. E. Milliken, Omaha Printing Co., Omaha.

John M. Wolff, St. Louis, past president of PIA, announced that plans for the erection of PIA's new building on Chevy Chase Circle in Washington are in an advanced stage. He indicated construction will begin in the near future.

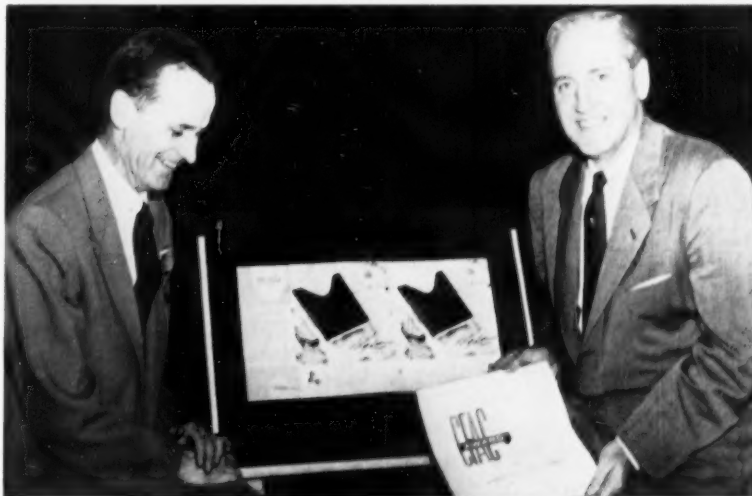


Officers of New York Employing Printers Association for 1955-56 are (seated) Henry B. Ashwell of the Equity Press, vice-chairman; Francis N. Ehrenberg of the Blanchard Press, the new chairman; and Robert L. Sorg of the Sorg Printing Co., vice-chairman; (standing) Samuel F. Chernoble of the Comet Press, treasurer; Don H. Taylor, the president; and Donald B. Thrush of the Thrush Press, secretary



Chicago Craftsmen elected new officers June 14. Left to right: second vice-president, Edward M. Egan; first vice-president, Lowell L. Dummer; president, Harold E. Sanger; treasurer, John A. Radziejewicz; financial secretary, Frank E. Swanberg, and recording secretary, Gordon W. Wilson

Ross Runkle of Runkle-Thompson-Kovats, Chicago, and Carlton Mellick, vice-president of Miehle Printing Press & Mfg. Co., display the Chicago Federated Advertising Club's award given to Miehle for a direct mail piece, a combination job that was printed in four-color letterpress and offset by R.T.K.



Gessler Gets Ault Award for Research on Heat-Set Inks

The Ault Award for distinguished work in advancing the printing ink industry was presented to Dr. Albert E. Gessler, Interchemical Corp. emeritus research director, during the 41st annual convention of National Association of Printing Ink Makers.

Over 200 American and Canadian ink makers and suppliers, in session May 25-27 at Skytop, Pa., joined in paying tribute to Dr. Gessler for his development of heat-set inks.

Presenting the award was Dr. John C. Warner, president of the Carnegie Institute of Technology and president-elect of the American Chemical Society. He said that ink making's advancement from an industry based on art to one based on science was due largely to the work done at the National Printing Ink Research Institute, Lehigh University, which in its

tenth year is a focal point of ink and other graphic arts developments.

Dr. Gessler came to the United States from Germany six years before World War I to do dyestuff and pigment research, but his curiosity impelled him to do printing ink research instead.

Early in the 1930s he hit upon a formula which, when run on a press with heating equipment, came close to meeting the need for an odorless quick-drying ink. Vaporin was perfected for *Life* magazine's fast printing schedule in 1936. During 1937-52, Dr. Gessler was granted 22 patents, most of them for speeding printing operations by all processes.

The Ault Award was set up last year by Bromwell Ault, Interchemical Corp. vice-president, to honor his uncle, L. A. Ault, pioneer ink maker and co-founder of Ault & Wiborg Co., one of Interchemi-



Dr. John C. Warner, president of the Carnegie Institute of Technology and president-elect of the American Chemical Society, presents the Ault Award to Dr. Albert E. Gessler, emeritus research director of the Interchemical Corporation

Do you know how this Expression began?



"Mind Your p's and q's"...

One theory is that p's and q's were the symbols tavern owners used to register their customers' credit purchases of pints and quarts. More likely, the expression started from the caution to printing apprentices when sorting type that they "Mind their p's and q's" because of the similarity in appearance.

Similarity of appearance is not a problem in selecting a paper for your business letterhead. You'll find Gilbert new cotton fibre bond papers offer a new brightness and superb cockle finish unmatched by any bond paper made. They are superior, too, for erasability. Available through your Gilbert Paper Merchant.

Gilbert papers
new cotton fibre content bond papers



cal's predecessor firms. Last year's winner was Eugene J. Kelly, Sun Chemical Corp., who in 1941 developed moisture-set inks.

Frank Morrison, Morrison Printing Ink Co., Cleveland, was reelected NAPIM president. Other continuing officers are vice-president Fred Weymouth, Printing Ink Division, Interchemical Corp.; treasurer J. S. Hart, J. M. Huber Corp., Hillside, N. J., and secretary Herbert B. Livesey, Leslie Solar, Acme Printing Ink Co., Chicago, was named midwestern representative on the board of directors. He succeeded Herbert Gaetjens of Interchemical Corporation.

The convention agenda featured a new sound color film, "Printing Ink Goes to College." Produced by the National Printing Ink Research Institute, the film shows applications of graphic arts products and the role research plays in ink making. It is available for showing by graphic arts groups throughout the United States and Canada.

H. N. Cornay Announces Winner Of Annual Company Scholarship

The selection of Charles Mengel as winner of the graphic arts scholarship sponsored by the Press of H. N. Cornay, New Orleans, has been announced by H. N. Cornay, plant manager and partner of the firm. Mr. Mengel is a graduate of F. T. Nicholls High School in New Orleans, where he completed the four-year course in printing. The Cornay scholarship, valued at \$1,200, covers a ten-month course at the Southern School of Printing, Nashville, Tenn.



Charles Mengel

Mr. Cornay said the scholarship—one of the few awards sponsored privately by a printing company—was set up to stimulate interest in graphic arts careers. The scholarship is offered annually to a young man or woman high school senior in the New Orleans area.



Kenneth M. Hiney, Sr. (left) is president of new Akron Club of Printing House Craftsmen. Here he receives charter from Thomas P. Mahoney, president, International Craftsmen's Association

Association Men Honor Oldest Living Member

Approximately 40 members of the Graphic Arts Trade Association Executives and their wives heard Ferd Voiland, Jr., Kansas State Printer, pay tribute to Oliver Wroughton, oldest living member of the organization, at the spring convention banquet in Kansas City on May 26.

Mr. Voiland was the speaker and Mr. Wroughton was the guest of honor at the banquet which concluded a day and a half of business sessions and social activities.

Mr. Wroughton is past executive director and now general counselor of Graphic Arts Association of Kansas City. He was the first chairman of the GATAE, which was organized in 1913.

Another convention speaker was Hy Vile, partner, Vile-Collier Printing Co. of Kansas City, and past president of the Graphic Arts Association of Kansas City.

John A. Colgan, president of the Graphic Arts Association of Kansas City, welcomed the GATAE delegates.

STA Breaks 28-Year Precedent. Picks First Woman President

The Society of Typographic Arts, Chicago, broke a 28-year precedent recently and elected its first woman president. She



Susan Karstrom

is Susan Karstrom, art director for the Dekovic-Smith Design Organization. During the coming year, Miss Karstrom will be assisted by Norman Cram of R. R. Donnelley & Sons Co. and Gordon Martin of the Type Shop, vice-presidents; Gene Dekovic of Dekovic-Smith, the secretary; and Nettie Hart of Raymond Loewy Associates, treasurer. New board members include James M. Wells, Carl Regehr, and Hap Smith.

New York Printing Firms Merge

Conway Printing Co. and Guide-Kalkhoff-Burr, Inc., New York City, are now corporately associated and jointly owned. Conway forces have joined with those of the Berkeley Press, Burr Printing House, the Gallery Press, Guide Printing Co., the Kalkhoff Press, and L. Middleditch. Eugene T. Conway, president of the 50-year-old firm that bears his name, is vice-president of Guide-Kalkhoff-Burr, whose president, Charles E. Schatvet, has become a Conway vice-president.

Toronto Printer Buys Box Firm

Rolph-Clark-Stone, Ltd., Toronto printing firm, has purchased Automatic Paper Box Co. of Toronto and will operate it as subsidiary. F. Grenville Rolph, president of R-C-S, announced the purchase. Frank Shannon will continue as president of Automatic Paper Box, and that company's board will be enlarged to include several R-C-S directors.

Chicago Printer Changes Name

Marshall-White Press, organized 30 years ago in Chicago as a wholly-owned affiliate of the I. S. Berlin Press, has officially taken the name of its parent company. In explaining the change, J. S. Berlin, company president, said that Marshall-White was organized originally to produce certain special lines of printing. Through the years, activities of the I. S. Berlin Press broadened to include the special work, and company officers saw no need to maintain Marshall-White as a separate entity. No change in personnel was involved in the recent renaming.

ITU Ready for August Meeting

The International Typographical Union will stage its 97th annual convention Aug. 13-20 in the Hotel Statler, Boston. The general chairman is Frederick C. Costello, a *Boston Globe* chaplain who is vice-president of Boston Union No. 13.

**Top Quality
Printing
Through
"WEATHER
CONTROLLED"
Forms**

Every little change in the weather will affect wood base or combination forms. Exposure to dampness—or dry air—plays havoc with wood base.

Control your production, protect your reputation for quality printing by mounting all plates on PMC Sterling Toggle Base. Your printing will be consistently "top grade" when plates are on rigid metal.

Forms on Sterling Toggle Base are unaffected by weather changes ...there is no shift, sag or spring. Impression is maintained at the printing line throughout the run.

The Printing Machinery Company
436 Commercial Square • Cincinnati 2, Ohio

U. S. Printing & Lithograph Co. Purchases Philadelphia Firm

United States Printing & Lithograph Co. recently purchased all capital stock of the McCandlish Lithograph Corp. of Philadelphia. Announcement of the purchase was made jointly by W. H. Walters, president of U. S. Printing & Lithograph, and Atlee R. McCandlish, head of the McCandlish firm. The purchase price was not disclosed.

McCandlish operations will continue in its Philadelphia plant, and the company will be operated as a subsidiary of U. S. Printing & Lithograph.

Harold A. Speckman, formerly vice-president and sales manager for McCandlish, has been named president of the new subsidiary company. Mr. McCandlish will retire after more than 45 years in the business. No other personnel changes have been announced.

In addition to its new Philadelphia subsidiary, U. S. Printing & Lithograph operates six other plants in the East and Midwest, as well as one in California.

West Coast Business Forms Firm Purchased by Standard Register

Purchase of the Sunset-McKee Co. and the formation of a new Pacific division of the Standard Register Co., Dayton, have been announced by M. A. Spayd, Standard Register president. Sunset-McKee operates plants at Oakland and Glendale, Calif., producing business forms and devices.

Barrett B. Klopfer is vice-president in charge of the new Pacific division, and Mark A. Smith is sales manager.

Sunset-McKee's president and executive vice-president, Frank H. Abbott, Jr., and William H. Fischer will remain with the new organization.



Peggy Wood, star of the "Mama" television show, will present awards in the PIA-Miller Printers' and Lithographers' Self-Advertising Contest

'Mama' to Present Awards In Advertising Contest

Peggy Wood, television's popular "Mama" Marta Hansen, is cast to play a star role at Printing Industry of America's Oct. 15-20 convention in Atlantic City. She will present Benjamin Franklin statuettes and cash awards to winners in the fourth annual PIA-Miller Printing Machinery Co. Printers' and Lithographers' Self-Advertising Contest.

Miss Wood herself has received many honors during her stage, film, and television career. She holds a Doctor of Fine Arts degree from Lake Erie College, which cited her as "an illustrious American artist of international renown." Norway's King Haakon bestowed upon her the Royal St. Olav Medal for her video portrayal of the wise and warm-hearted distaff head of the Hansen Norwegian-American family. *Woman's Home Companion* acclaimed her one of the six most successful women of the year 1954. This citation honored "Mama" as "an actress who has used her charm and talent to reassert the dignity of all first-generation Americans, and has brought the rich humor of the Norwegian immigrant into American homes."

To Miss Wood have come citations from the American Mothers Committee, the Sons of Norway, Norwegian Ambassador Wilhelm Morgenstjerne during the Women's International Exposition, and from a number of national and regional organizations.

"Mama" without that alias is no stranger to the printing industry. She is the wife of William H. Walling, PIA president, who is board chairman of Rogers-Kellogg-Stillson, Inc., New York City.

For that reason it is appropriate for Miss Wood to present the nine "Bennies" and three \$1,000 cash awards to producers of the most effective self-advertising in 1954-55. Eligible for entry are campaigns (three or more ads) or individual specimens. Deadline is Sept. 23. Entries should be addressed to PIA Exhibition, Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.

FORTUNE
LIGHT

FORTUNE
BOLD

FORTUNE
EXTRA BOLD

**a NEW CLARENDON type
by Bauer Alphabets...**

The new FORTUNE will be made available for the first time during June and July. FORTUNE will be cast in Light, Bold, Extra Bold and Light Italic.

Complete specimens are now being prepared and will be available to you by calling your nearest Bauer Type dealer or writing on your letterhead to:

BAUER ALPHABETS INC.

235 East 45th Street, New York 17, N.Y., VA 6-1263-4



Champion-International Co. hosted over 125 members of the Boston Club of Printing House Craftsmen on June 4. They toured papermaking operations at Lawrence, Mass., enjoyed clam-bake at North Andover Country Club and tested golf tourney skills. Here are C-I president Kurtz Hanson flanked by E. A. Grant (left), Old South Photoengraving Co., low gross trophy, and low net player E. J. Kelley, Daniels Printing Co., Lynn

Southern Printing Awards Given to 28 Companies

Record attendance, a full technical program, and presentation of awards for fine printing marked the 34th annual convention of the Southern Graphic Arts Association.



R. G. Graham

The three-day meeting opened May 25 in Hot Springs, Ark. As head of the association for 1955-56, members chose R. G. Graham, director of manufacturing for the Parthenon Press, Nashville. Other officers are J. Tom

Morgan of Litho-Krome Co., Columbus, Ga., first vice-president; A. A. Wade of S. B. Newman Printing Co., Knoxville, Tenn., second vice-president; and Charles E. Kennedy of Nashville, Tenn., who is secretary-treasurer.

The principal feature of the convention was the 16th annual Exhibit of Southern Printing, in which 28 companies won awards for quality printing in more than 50 categories. Leading the pack of winners was Western Lithograph Co. of Wichita with 13 merit awards, 13 honorable mentions, and the grand award for best-of-show.

Convention activities got under way May 26 with a keynote address by William H. Walling, president of Printing Industry of America, and presentation of the exhibit awards by John C. Henley III, the retiring president of the Southern association.

The principal speaker at the association's annual banquet was Raymond Blattenberger, U. S. Public Printer. Under the theme, "Printing Is the Indispensable Art," he reviewed the part printing must play in the changing economy of the South.

The theme of efficient management was emphasized by Harold S. Hutchison, president of PIA's Master Printers' Section, in a talk, "An Employee Looks at His Job." John H. Doesburg, Jr., MPS secretary and general manager, was the featured speaker at the May 27 sessions.

Announce New Ink Firm

A new inkmaking firm, specializing in inks for the packaging industry, began operations recently in Englewood, N. J. Known as Century Printing Ink Co., the new organization is headed by Richard P. Atkinson, president, Clarence G. Vormelker, vice-president and treasurer, and Robert V. McKenna, vice-president and secretary. Before forming the new firm, Mr. Atkinson had been with Sinclair & Valentine Co. for nine years and with J. M. Huber Corp. for about 20 years.

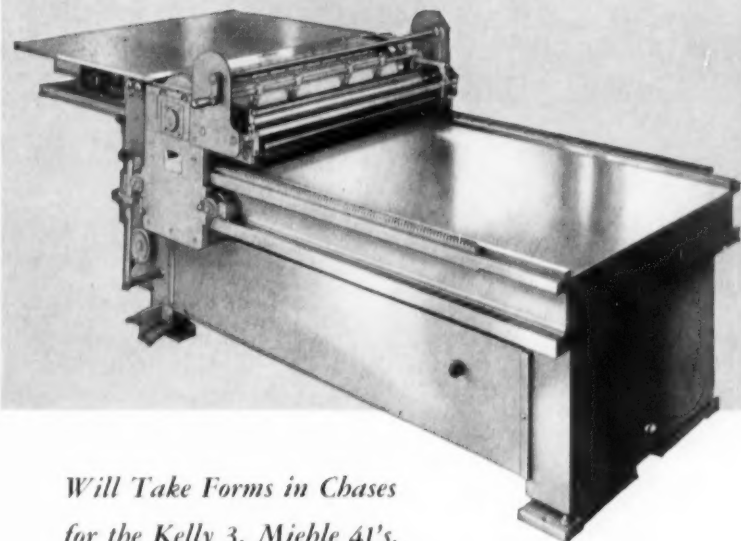
Printer Acquires Box Firm

Lord Baltimore Press, Baltimore, Md., announced recently its acquisition of a substantial interest in the Fleishhacker Paper Box Co., San Francisco. Mortimer Fleishhacker, Jr., will continue as president of the West Coast concern, and Richard E. Wheeler will remain as its vice-president and general manager. Leonard Dalsemer, executive vice-president of Lord Baltimore, will also hold the same post with Fleishhacker.

Acker Heads Seattle Printers

Perry Acker of American Printing & Lithographing Co. was chosen to head Printing Industry of Seattle, Inc., at the group's annual meeting recently. Serving with him are Max Wells of Metropolitan Press, vice-president, and Claude Pettibone of Prompt Printers, secretary.

Register, Line Up and Correct Forms in Chases on the Vandercook 42-28 Test Press



Will Take Forms in Chases

for the Kelly 3, Miehle 41's,

Miller Majors and Smaller Flat Bed Presses...

In almost every medium sized and large plant, valuable hours of makeready time can be saved by correcting forms on this power operated precision machine before placing them on production presses. Full details will be mailed on request.

VANDERCOOK & SONS, INC.

General Offices, Research Laboratory, Demonstration Room & Factory
3601 W. Touhy Ave., Chicago 45, Ill. Phone: ROgers Park 1-2100

Eastern Office & Demonstration Room

323 E. 44th St., New York 17, N.Y. Phone: MUrray Hill 4-4197

Western Office

3156 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUmkirk 8-9931



ITCA Stages Successful Midwestern Spring Conference

The International Trade Composition Association's conference in Cincinnati May 19-21 was one of the best attended of any ever held in the midwest, Frank M. Sherman, executive director, has announced. More than 150 delegates, of whom 100 were owners and executives in the typographic business, attended.

Two business sessions were held Friday and one on Saturday morning. The Phototypography Section, with W. E. Trevett of Toronto as chairman, heard reports by various committees and engaged in a question-and-answer period. The Mono-

type Owners' Section, with Oscar Hoffman of St. Louis as chairman, listened to Bernard Fein, chairman of the executive committee of the Lanston Monotype Machine Corporation, explain the policies of the company and its various activity services to customers.

The association's annual convention will be held at Hotel Claridge in Atlantic City, N. J., Sept. 7-10. A joint committee representing the New Jersey and Philadelphia divisions of the association will handle the entertainment arrangements for the convention.



Harry G. Willnus



Alden T. Mann, Jr.

Willnus Heads Intertype Corp.

Harry G. Willnus, president of Intertype Corp. for the last three years, has been named chief executive officer of the company. He succeeds Neal Dow Becker, board chairman, who died May 16. At a recent meeting of the company's board of directors, the by-laws were amended to designate the president as chief executive officer. The office of chairman of the board was abolished. Alden T. Mann, Jr., vice-president of the company for many years, was elected to the post of executive vice-president.

Printer's Study Shows Carbon Forms Savings

Clerical costs in business have been reduced 4.8 per cent through the use of special forms, according to a survey of firms by Cullom & Ghertner Company, Nashville printers and lithographers.

The survey disclosed that two of five companies interviewed reported changing during the past five years from conventional forms to carbon-interleaved forms.

Although these carbon forms, commonly called snap-out-forms, were first introduced during the early depression days, the added printing costs caused acceptance to lag until it became evident to leading company executives that inserting and extracting carbons for copies of many of their forms was a time-consuming and expensive operation. When multiplied by the number of forms used, it was discovered that the increased costs merely represented three cents to every dollar wasted in carbon handling.

Alven S. Ghertner, president of Cullom & Ghertner, issued the survey findings simultaneously with an announcement that his company recently has added facilities for nationally servicing these special forms.

Based on the survey disclosures, Mr. Ghertner made these recommendations:

- (1) Determine the annual quantity of each form used—invoices, purchase orders, bills of lading, shipping orders, etc.
- (2) If the annual quantity of each exceeds 5,000, chances are that specialized carbon forms will be more economical.
- (3) If the number of copies required for any of them exceeds three, and if there's any clerical overtime on payrolls, it is probably time to adopt snap-out forms.

Founded in 1906, the Cullom & Ghertner Company has grown steadily into one of the largest designers and printers of commercial printed forms.

SINGLE Impression Cylinder

... Around which color stations are mounted, accurately controls material stretch or expansion permitting 24 hr. continuous hairline register of one to four colors.

The world's fastest

New CONSTANT REGISTER FLEXOGRAPHIC PRESS

Prints one to four colors in accurate register on all types of flexible, S-T-R-E-T-C-H-Y materials

World's most increasingly popular press for high speed, hairline register printing on all types of paper and packaging materials — especially where stretch is prevalent. Construction embodies single impression cylinder around which is mounted one to six colors. In operation, web locks around cylinder making it practically impossible to print out of register. Automatically controlled electric drives on unwind, in-feed and out-feed units maintain constant web tension. Rewinder features flying splice for roll changes without stoppage. Other features include splash-proof fountains, hydraulic throw-outs, continuous operating ink units and a sheet threading device. Over-head structure houses hot air drying oven, gas jet dryer and cooling rolls. Between color dryers also available. Standard press up to six colors built in any width from 20" to 50" with print repeats from 12" to 36". Choice of 36, 60 or 83" diameter impression cylinder. Larger presses on special order.

Check these special features

- ✓ High speed printing up to 6 colors
- ✓ 36, 60 or 83-inch single tympan
- ✓ Constant, one setting color register
- ✓ Automatic tension web controls
- ✓ Low range surface drying
- ✓ Continuous operating splash-proof ink fountains
- ✓ Automatic color throw-outs
- ✓ Prints 20" to 50", repeats up to 36"
- ✓ Continuous smooth drive operation
- ✓ Heavy duty arc-type frame
- ✓ Over-head lead for easy accessibility, better drying and handling
- ✓ Flying splice rewinder for continuous operation

HUDSON-SHARP

MACHINE CO. - GREEN BAY - WIS.

Manufacturers of

Printers, Embossers, Folders, Interfolders, Wipers, Laminators, Wrapping Machines, Case Winders, Packaging Posters, Croppers, and Napkins, Toilet Tissue and Paper Towel Units.

Write for new general line catalog.

New York office: 55 West 42nd Street





Will Ransom, Nationally Known Designer, Dies

The death of Will Ransom on May 24 brought to a close a distinguished graphic arts career covering more than 50 years. Mr. Ransom died in Norman, Okla. He was 76 and had been ill for several months. Since 1941, he had been art editor of the University of Oklahoma Press. He was internationally known as a printer, calligrapher and book designer, as well as a bibliographer.

Born in St. Louis, Mich., in 1878, Mr. Ransom entered the printing and publishing business nearly 60 years ago, when he began work as a printer at \$1 a week on the Vancouver, Wash., *Columbian*. In 1903, he joined Frederic W. Goudy in founding the Village Press in Chicago. Later, he was associated with eastern publishers, and in 1940 he moved to New York City, where he was executive secretary of the Printing Anniversary Committee of the American Institute of Graphic Arts.

Announce Contest for Best Films On Work Simplification Theme

The Industrial Management Society has announced rules and deadlines for its annual Methods Improvement Contest, designed to stimulate interest in work simplification programs.

The object of the competition is to find the best films showing specific methods improvements in industrial and educational institutions. Eligible for the contest are 16-mm. sound or silent motion pictures, in either color or black-and-white. Methods improvements depicted in the films will be judged on the basis of stimulating effects, tools and techniques involved, and savings realized. Quality of film production also will be a factor in judging.

Films that win awards in the competition are made available on a rental basis to any company requesting them.

Winning films will be announced at the IMS Time and Motion Study Clinic to be held in Chicago Nov. 9-11. Rules

for the contest, which closes Oct. 1, can be obtained from the Industrial Management Society, 35 E. Wacker Dr., Chicago.

Honor Labor Leader and Educator In Buffalo for Industry Service

Nearly 300 persons gathered in Buffalo, N. Y., recently to honor two men whose service to the graphic arts industry totals 103 years.

Guests of honor were John C. Heinike, who will retire next January as head of the printing department at Burgard Vocational High School in Buffalo, and Norbert J. Berger, secretary of the Allied Printing Trades Council. Mr. Berger re-

cently retired as secretary-treasurer of Printing Pressmen and Assistants' Union No. 27.

Max B. E. Clarkson, president of Printing Industries Association of Western New York, gave the two men credit for much of the success enjoyed by the printing industry in the Buffalo area. "Mr. Berger has brought industrial peace and stability to the industry," Mr. Clarkson said, "and were it not for Heinike-trained craftsmen, our industry would be in sad shape."

The testimonial dinner was sponsored jointly by the Printing Industries Association, the Pressmen's and Typographical union locals, and Buffalo Craftsmen.

For HEADLINES that *Stand Out...*
Or for a Second Color to ACCENTUATE *Value*

Flint's Famous 
KEY RED

Check these Five Big Advantages

- 1 Gloss finish in one impression
- 2 Faultless press performance
- 3 Reasonable in price
- 4 Transparent—same grade in all colors
- 5 New and different—helps sell printing

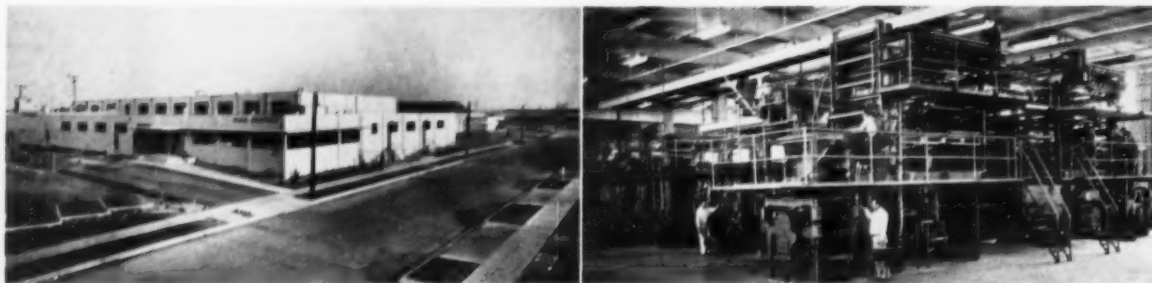
OPENS THE DOOR
TO NEW BUSINESS—
ORDER TODAY!



Howard Flint Ink Co.
Printing and Lithographic Inks

NEW YORK • ATLANTA • CHICAGO • CLEVELAND • DENVER • DETROIT
HOUSTON • INDIANAPOLIS • LOS ANGELES • MINNEAPOLIS • NEW ORLEANS • TULSA

Alco-Gravure Now Producing Sunday Magazines in Los Angeles Plant



With 12 rotogravure units and two folders, Alco-Gravure's presses print four colors on one side of web, two on opposite. Capacity of each press row is two 24-page tabloid sections in a straight run or one 48-page tabloid section in a collect run. New plant has 40,000 square feet of usable space

The Alco-Gravure Division of Publications Corporation—said to be the largest rotogravure printer in the Western Hemisphere — has completed its new West Coast printing plant at 9320 Bellanca Ave., Los Angeles.

The new plant is equipped with 12 Goss Speedry rotogravure units and two folders. These presses are complete with steam curing drums for removing moisture from the web before printing, cold water rollers for cooling the web before impression, web smoother before first impression, Offen dryers and imprinters.

The presses print four colors on one side of the web and two colors on the opposite side. Capacity of each press row is two 24-page tabloid sections in a straight run or one 48-page tabloid section in a collect run. An anglebar arrangement allows webs to be cross-associated so that a combined magazine section of 96 pages unstitched or 80 pages stitched may be printed and folded.

Alco-Gravure's new West Coast one-floor plant contains 40,000 square feet of usable space. It has a 500-foot railroad siding and docks for unloading and loading trucks.

Provisions have been made for storage tanks to receive solvents and fuel oil either by railroad or truck. Separate docks are provided for receiving roll paper, materials other than paper, shipping waste and shipping printed matter. The pressroom and paper storage department have a ceiling height of 23 feet.

The structure has been arranged for expansion both north and south, which would increase capacity 200 per cent.

Alco-Gravure goes to California with its new Alco Process, a new approach in rotogravure printing. The process, which uses a special film manufactured by E. I. du Pont de Nemours & Company, is a simplified method of producing gravure cylinders and plates. It permits duplicate sets of positives to be made from one "master" set, resulting in greater facsimile reproduction and giving even greater assurance of uniformity in any multi-plant operation.

The new plant is now producing all the editions of *This Week* magazine for West Coast newspapers. *This Week* is a supplement of 34 of the largest Sunday newspapers in the United States, with a total circulation of more than 10,800,000. Of this total, about 1,800,000 will be printed at the Los Angeles plant.

Alco-Gravure also prints the *New York Times* magazine section, the *New York*

This free kit saves you money, time and effort

in specifying the RIGHT
gummed paper for every job

flat-as-a-pancake gummed papers

contained in this kit give you a visual demonstration of their printing qualities for letterpress and offset printing. This kit should be in your files. A request on your letterhead will bring it to you without obligation. Ask for Kit P-375.

The Brown-Bridge Mills, Inc., Troy, Ohio

NEW YORK, 6 East 45th St. • CHICAGO, 608 S. Dearborn • PHILADELPHIA, 234 Belmont Ave., Bala-Cynwyd, Pa. • ST. LOUIS, 4378 Lindell Blvd. • FT. WORTH, 2737 Tiller • SAN FRANCISCO, 420 Market

Times book review section, signatures of *Look* magazine and a wide variety of booklets, catalogs, calendars and other commercial printing—all by the gravure process.

Other plants of Alco-Gravure are located in Hoboken, N.J., Chicago, and Baltimore, Md. It operates 54 Goss Speedy rotogravure units with eight folders in its Hoboken plant and 30 Goss Speedy rotogravure units with six folders in the Midwestern plant.

Ferd Voiland Is IAPHC's Representative-at-Large

FERD VOILAND, JR. (Representative-at-Large), also International third vice-president, and State Printer of Kansas since July, 1945, became a commercial printer in Topeka soon after his graduation from Kansas State College in 1925. He specialized in creative printing and advertising typography. Since his early years, he has devoted much study to typographic and plant management skills. The excellence of his printing work has been recognized by industry publications in this country and England.

Ferd served a two-year term as president of the Topeka Association of Printing Manufacturers, and in 1942 was Kansas vice-president of the Tri-State Printers Association of Nebraska, Oklahoma and Kansas commercial printers.

In 1943, he dissolved his printing company to serve voluntarily with the American Red Cross as enlisted men's clubs director in North Africa and Italy. He was elected Kansas State Printer while he was abroad.

Ferd, a Topeka Club man, has been a member of the International Publications Commission. During his two-year service

as chairman of the International Printing Week Committee, this annual celebration became the rule among clubs throughout the International.

Ferd originated the International Printing Week Objectives and supervised the preparation and publication of the Printing Week Manual of Procedure. He has found time for devoting his talents to civic affairs. He is past president of Downtown Topeka Kiwanis Club, past lieutenant governor and past district secretary of Kiwanis, and past president of the Parent-Teachers Association in his home sector.

Recently, he was director-at-large of the Kansas Newspaper Mechanical Conference. He is a member of the Technical

Association of the Graphic Arts, the American Institute of Graphic Arts, the Topeka Press Club, Delta Tau Delta fraternity, and Alpha Kappa Psi, professional commerce fraternity. Now in his 53rd year, Ferd is married and has two daughters. He lives at 130 Woodlawn Ave., Topeka.

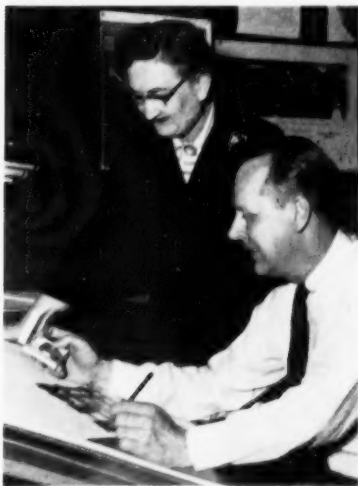
Plan Trade Binders' Group in LA

Plans for a Trade Binders' Section of Printing Industries Association of Los Angeles were announced recently. Representatives of 20 binderies in the Los Angeles area met to hear a talk by Joseph Kinlein, president of the recently organized Trade Binders' Section of Printing Industry of America.



Inks
**for
more
mileage!**

Champion Paper & Fibre Co. won two advertising awards for one of series of "textural studies" featuring Kromekote stock, which appeared in *The Inland Printer*—an insert picturing a group of files. Elsa Wehr, Champion's assistant ad manager, and Herbert W. Suter, Jr., general sales manager, admire first-place gold medal from the Art Directors Club of Detroit. The insert also won an award of Distinctive Merit in 34th exhibition of the New York Art Directors Club



If you could be assured of better
press performance at a lower production cost
... would you buy it? Of course you would! And that's precisely
why more and more printers every day are turning to S&V for all
of their printing ink needs. S&V inks for every purpose are the finest grade
money can buy, give you trouble-free performance with superior results.
And because S&V inks deliver greater mileage, your production
dollar stretches further than ever before.

*For complete satisfaction and the smartest economy,
always remember S&V.*

Sinclair and Valentine Co.

Main Office and Factory, 611 West 129th St., N. Y. 27, N. Y.

OVER 35 BRANCHES PROVIDE SERVICE FROM COAST TO COAST

ATF Promotes Ad Manager To Marketing Director

J. C. Carr, former advertising manager for American Type Founders, has been promoted to director of marketing for the company.



J. C. Carr

The announcement was made by R. A. Tobias, ATF's vice-president in charge of sales. The position of director of marketing formerly was held by Mr. Tobias, and the company said Mr. Carr's appointment to the post is part of a move to re-establish the marketing department in connection with plans to expand product lines and investigate new resale product opportunities.

DuPont Makes New Paper From Synthetic Fibers

Paper has been successfully produced for the first time from synthetic fibers by the Du Pont Company. It is three to ten times stronger than paper made from the conventional pulp or rags.

The new paper, made experimentally from nylon fiber, Dacron polyester fiber, and Orlon acrylic fiber, was described at the annual meeting of the Technical Association of the Pulp and Paper Industry.

While tests indicate the synthetic fiber papers can be made commercially, Du Pont will not manufacture them but is making the details of the work available to the paper industry.

The new paper is highly resistant to chemical attack, absorbs very little moisture, and resists the action of molds, bacteria, and light, Du Pont officials said.



This group of students from an American occupational authority university in Germany recently studied production at Original Heidelberg plant

"The high strength of the synthetic fiber papers suggests use in such applications as heavy duty bags, for instance, and their resistance to chemical attack would be useful in filtration of corrosive liquids and packaging chemicals. The stability of the papers to moisture indicates possible use in map and tracing papers and for important records and documents where permanence is necessary," Dr. Robert Hentschel of Du Pont said.

He further disclosed that the resistance of these papers to folding was up to 200 times that of papers made from wood pulp or rags.

Usual starting methods of making paper were followed in the laboratory work. The fibers were cut in short length, slurried with water, and formed into sheets on a wire screen. The sheets were then dried, impregnated with bonding agents, and finally heated and pressed to bond the paper.

The cost of paper from synthetic fibers is higher than wood pulp paper, but Dr. Hentschel pointed out these costs can be expected to decrease as the use of the paper increases.

Econo Products, Inc., rubber platemaking firm in Rochester, N.Y., observed its 25th anniversary recently with a banquet at which Selden E. May (left), Econo president, received a plaque from Clyde O. DeLong, president of B. F. Goodrich Industrial Products Division, citing 25 years of cordial business relations by the companies



Why Blatchford make-ups go fast and easy

Made up on the Base and photographed actual size, this advertisement shows some things you can do with Blatchford

1. Anchor small unbeveled plates on all four sides, only 9 points margin needed (above).

2. More anchorage opportunity . . . 4 Catches inside, 4 Catches outside this "hollow" square.

Blatchford "Honeycomb" Base saves time and money . . . not only in form make-up, but in registration and during press runs, too. Write for new booklet.

* * *

Blatchford Division — National Lead Company — Atlanta, Chicago, Cincinnati, Cleveland, Dallas, St. Louis; Eastern U.S. and New England: E. W. Blatchford Co., New York City; Pacific Coast: Morris P. Kirk & Son, Inc., Los Angeles, Emeryville (Calif.), Portland, Seattle, Phoenix, Salt Lake City.

Blatchford Base

Magnesium or Standard Metal

3. Spot and anchor plates as tiny as a dime . . . or as oddly shaped as this arrow.

4. Catch holes in the chase handle plates that lap over.

Top roller
craftsmen
build them



ALL - SYNTHETIC
RUBBER ROLLERS
COMPOSITION ROLLERS
LITHOGRAPH ROLLERS
MAKE READY PASTE
PADDING GLUE
LONG LIFE ROLLER
DRESSING

Top printing
craftsmen
use them

AMERICAN ROLLER COMPANY — 1342 N. Halsted St. — Chicago 22, Ill.
225 N. New Jersey St., Indianapolis 4, Ind. — 258 E. 5th St., St. Paul 1, Minn.

DO YOU KNOW THAT...

MORTIMER SENDOR of Sendor Bindery has succeeded William E. Ginsburg of Practical Bookbinding Co. as president of the Binders Group of New York Employing Printers Association.

G. G. DUNKERLEY, founder and president of Ennis (Tex.) Tag & Salesbook

Co. since 1909, is now chairman of the board. GARDNER DUNKERLEY, JR., formerly executive vice-president, is now president of the company.

GEFFEN, MORTON & GRIFFITHS is the new name of Geffen, Dunn & Co., New York City. Partners are Maxwell M. Geffen, Roald A. Morton, William H. Griffiths, and William P. McKay. Affiliates and divisions include William E. Rudge's Sons, Rolmer Press, Inc., Round Table Press, Inc., the Blue List Publishing Co., and Good Reading Rack Service.

THE ULLMAN CO., Brooklyn, N. Y., has set up Ullman Gravure, Inc., as a wholly-owned subsidiary to promote the sale of photogalatin displays to the trade.

H. A. ELLAM has been named manager of the new research and development department of Rolph-Clark-Stone, Toronto printing house.

GRAPHIC ARTS SERVICE, INC., has consolidated its plant and offices in a new 60,000-square-foot location in downtown Cincinnati.

CARLETON R. CUMMINGS is the new sales manager for Herbeck & Held Printing Co., Pittsburgh. He takes the place of William G. Forster, who recently was named president of the firm.



C. R. Cummings



William C. Epps

WILLIAM C. EPPS has been promoted to Atlanta division sales manager of Culom & Gertner Co., which has printing and lithographing plants in Atlanta and Nashville.

SERVICE TYPOGRAPHERS, INC., is a newly organized trade composition house in Indianapolis. Officers include Tilmon Farrow, president and general manager; Harold C. Olin, vice-president; Harry E. Johnson, secretary-treasurer; and E. O. Johnson, assistant secretary-treasurer.

E. S. HUTTON, JR., has joined French-Bray Printing Co., Baltimore. He formerly was vice-president of Thomsen-Ellis-Hutton Co.

ARTHUR S. FRIEDMAN, Carey Press Corp., is the new president of the Printing Estimators & Production Men's Club, New York City.

EMIL G. STANLEY, former staff member of THE INLAND PRINTER, has organized his own publishing firm, Stanley Publications, Inc., in Chicago.

SAM PURSE of the Krus Co. has been elected president of the Graphic Arts Young Executives Association of Milwaukee. He succeeds Kenneth Heim of Milprint, Inc.

WARREN CHAPPEL, graphic arts designer, will be honored Sept. 14 with a dinner at the New York Advertising Club. Dr. Robert L. Leslie of the Composing Room, Inc., heads the planning committee.

ED FURLONG, graphic arts sales consultant, has joined the staff of Type & Press of Illinois in Chicago. He formerly was with E. G. Ryan Co.

FRANKLIN PRINTING CO., 66-year-old firm in Louisville, has been bought by Fetter Printing Co., also of that city. Franklin will continue operating under that name in the same location.

WILLIAM H. WALLING, board chairman of Rogers-Kellogg-Stillson, Inc., New York, and president of Printing Industry of America, Inc., has been elected to the board of directors of Rinehart & Co., New York publisher.

NEW

Model RAR-1

WESEL ROUTER

✓ EASIER TO
OPERATE

✓ LONGER
LASTING

✓ LOWER
MAINTENANCE
COSTS



IT'S TIME TO BUY A NEW WESEL

The NEW and IMPROVED Wesel Router is built for heavy duty and long life. Special motor eliminates shifting of belts and arm glides smoothly without drag... two features that reduce oper-

ator fatigue. The Wesel Router is engineered to eliminate most of the maintenance problems encountered with this type of machine.

WRITE FOR COMPLETE
INFORMATION
TODAY!

ROUTER BITS



PROOF PRESSES



WESEL MANUFACTURING CO.

1141 N. WASHINGTON AVE., SCRANTON 9, PA.

T. J. PARYSKI of Paryski Publishing Co., Toledo, is the new president of Printing Industry of Ohio. WILLIAM C. THOMAS, JR., of Findlay Printing & Supply Co., Findlay, is vice-president, and R. REID VANCE of Columbus continues as secretary-treasurer.

JOHN T. PALMER CO., Philadelphia, has merged with T. A. Winchell & Co., Inc., letterpress firm, and the Winchell Co., offset printer. Both Winchell companies are under the direction of F. H. Gloeckner, president.

NORMAN S. GLADWELL, San Gabriel, Calif., is the new president of the Blueprint and Photocopy Association of Southern California.

SAM ROSE of Kellaway-Ide Co. has been named president of the Printing Sales Club, a subsidiary of Printing Industries Association of Los Angeles.

ROBERT COLOMY is the new general sales manager for E. G. Staude Mfg. Co., St. Paul. He formerly was sales manager for the Southworth Machine Company, Portland, Me.



Robert Colomy



E. W. Worthington

EMORY W. WORTHINGTON has been appointed vice-president in charge of engineering for George F. Motter's Sons, press manufacturer.

JOHN E. SUNDERLAND is the new vice-president in charge of manufacturing, engineering, and personnel for Sam'l Bingham's Son Mfg. Co.



J. E. Sunderland



Edward J. Peal

EDWARD J. PEAL, sales manager for Kidder Press Co., Dover, N. H., left June 13 to attend the International Printing Machinery & Allied Trades Exhibition in London.

IDEAL ROLLER & MFG. CO. has opened a new branch sales office Wellesley, Mass., to serve customers in New England.

MAURICE A. PARK has been named vice-president in charge of West Coast operations for Fitchburg Paper Co. He will headquarter in Los Angeles.

ROBERT J. BUTLER has joined the sales-service staff of Bensing Bros. &

Deeney, Philadelphia inkmaking firm. He formerly was vice-president and general manager of C. O. Monk, Inc., Baltimore, Md.

WILLIAMSON & CO., INC., manufacturer of platemaking materials, has moved its West Coast operations into larger quarters at 1031 Bayshore Highway North, San Mateo, Calif.

E. G. STAUDE MFG. CO. has moved its eastern sales offices to a new location at 35 Beechwood Ave., Mt. Vernon, N. Y.

ELLIOT C. NOSKA is now sales manager for Printing Machinery Sales, the Heidelberg organization in Los Angeles. JERRY EDDINGS has been named sales representative on the Los Angeles staff.

ST. REGIS PAPER CO. has consolidated the Chicago sales offices of its various divisions in new quarters at 18 S. Michigan Ave.

COLOR CORP. OF AMERICA, Tampa, Fla., has opened offices at 270 Park Ave., New York City, to supply photographic color services to printers, engravers, and publishers.

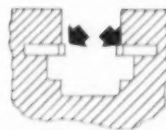
RANDALL H. DECKER, president of Marquardt & Co. and active in the New York City paper merchant field for more than 40 years, died May 23.

WILLIAM E. BROWN, JR., and CARROL S. HUTTON have been elected vice-presidents of Pridemark Press, a division of Thomsen-Ellis-Hutton Co., Baltimore.

WESEL HOOK

does the work of 3 ordinary hooks!

- ✓ The Wesel System eliminates the need to "back up" hooks!
- ✓ The only system that can be re-racked on the press.



Racks are replaced on the press . . . easily . . . quickly

Wesel Hooks and Racks withstand pressures to 2200 pounds. Hooks lock against racks and absorb all stresses that in other systems are applied to the parent metal itself. Hooks lock mechanically and will not budge until unlocked.

**THE WESEL FINAL BASE SYSTEM
HOLDS "DOWNTIME" TO AN ABSOLUTE MINIMUM**

WRITE FOR COMPLETE INFORMATION TODAY!

PROOF PRESSES

ROUTING MACHINES

WESEL MANUFACTURING CO.

Dept. 102 1141 N. WASHINGTON AVE., SCRANTON 9, PA.



Serving
**MIDWEST
PRINTERS
AND
PUBLISHERS
SINCE 1877**

Management-Consultants to the Graphic Arts

**APPRAISALS
PERSONNEL PLACEMENT
SALES PROBLEMS
BUSINESS REORGANIZATIONS**

**PLANT LAYOUTS
LABOR RELATIONS
PRODUCTION PROBLEMS
COST SYSTEMS**

Write for our new brochure explaining our many personalized services in detail. No obligation.

YOU CAN DO IT ALONE . . . BUT IT'S EASIER THE GRAPHIC ARTS WAY!

GRAPHIC ARTS INDUSTRY, INC.

1105 Currie Ave. • Minneapolis 3, Minnesota
A NON-PROFIT ORGANIZATION

FLECOPAKE

BUILT TO PRINT BY LETTERPRESS,
OFFSET OR MULTILITH
IDEAL FOR CATALOGUES, FORMS,
BROADSIDES AND LETTERHEADS
STRONG — OPAQUE — BRILLIANT —
ONE FINISH FOR MANY JOBS

STOCKED IN WRITING AND BOOK
PAPER SIZES—16# AND 20# BASIS
WHITE ONLY

MANUFACTURED BY

FLETCHER

PAPER COMPANY
ALPENA, MICHIGAN

**CONVENTIONS
WHAT - WHERE - WHEN**

AUGUST

Mail Advertising Service Assn., annual convention, Hotel Statler, Los Angeles, Aug. 6-9.
Printing House Craftsmen, Fifth District Conference, Netherland Plaza Hotel, Cincinnati, Aug. 6.

International Assn. of Printing House Craftsmen, annual convention, Netherland Plaza Hotel, Cincinnati, Aug. 7-10.

International Printers Supply Salesmen's Guild, annual convention, Netherland Plaza Hotel, Aug. 7-10.

International Typographical Union, annual convention, Hotel Statler, Boston, Aug. 13-20.

SEPTEMBER

International Typographic Composition Assn., annual convention, Hotel Claridge, Atlantic City, Sept. 7-10.

Screen Process Printing Assn. International, annual convention, Ambassador Hotel, Atlantic City, Sept. 10-14.

Direct Mail Advertising Assn., annual convention, Morrison Hotel, Chicago, Sept. 12-14.

National Paper Trade Assn., fall convention and exhibition, Conrad Hilton Hotel, Chicago, Sept. 19-21.

National Assn. of Photo-Lithographers, annual convention, Hotel Statler, Cleveland, Sept. 21-24.

OCTOBER

American Photoengravers Assn., annual convention, Waldorf-Astoria Hotel, New York, Oct. 10-12.

Canadian Graphic Arts Assn., annual convention, Chateau Frontenac, Quebec City, Oct. 13-15.

Printing Industry of America, Inc., annual convention, Chalfonte-Haddon Hall Hotel, Atlantic City, Oct. 15-20.

National Safety Council (incl. Printing & Publishing Section), annual conference, Conrad Hilton Hotel, Chicago, Oct. 17-21.

International Assn. of Electrotypes & Stereotypers, annual convention, Shoreham Hotel, Washington, Oct. 19-22.

Roller Maker Names Two Execs

Two executive appointments have been announced by Sam'l Bingham's Son Mfg. Co., producer of printing rollers. Kenneth E. Butler has been named vice-president and director of sales, and Charles W. Greene has joined the research staff as a process and development engineer. Mr. Butler had been general sales manager and treasurer of Bingham Bros. Co. He was with that firm for 20 years.



Kenneth E. Butler

Mr. Greene previously was in the research and development department of Standard Products Co. Both men have their offices at the company's main plant in Chicago.

Use Postal Zone Numbers

One way you can help your customers and the post office at the same time is to remind customers to include postal delivery zone numbers as part of the address on letterheads, envelopes, labels and other printed matter in which the address is an integral part of the design.



Printing Ink Division of Interchemical Corp. recently bought this Cincinnati plant, plans to convert it to an ink factory. The plant will replace present IPI facilities now located in downtown Cincinnati

IGAEA Expands Relations Between Teachers, Scouts

The International Graphic Arts Education Association is expanding relationships between printing teachers and Boy Scouts of America executives in sponsoring and counseling Scout merit badge study and testing in printing, bookbinding and photography.

IGAEA-BSA cooperative relationships have existed since 1944, when IGAEA revised printing merit badge requirements. Since then printing teachers throughout the country have served as counselors to Scouts desiring to pass the merit badge tests in printing, bookbinding and photography. Scout interest in these subjects is indicated by the numbers who passed the tests in 1953: printing 3,960, bookbinding 9,147; photography 3,431. Graphic arts teachers administered practically all of those tests.

Now IGAEA is urging all printing teachers to get the three merit badge pamphlets from Boy Scouts of America, New Brunswick, N. J., to become familiar with the test requirements, and to volunteer their services as counselors. The BSA bulletin, *Scout Executive*, has asked local Scout executives to seek the aid of printers and teachers in sponsoring the graphic arts merit badges.

Otis H. Chidester of Tucson (Ariz.) Senior High School is chairman of IGAEA's Boy Scout Merit Badge Committee. He is vice-president of the association. Harry Goldstein, also of Tucson Senior High School, heads a new photography curriculum committee for making a revision of the photography merit badge requirements, and for aiding Mr. Chidester's group in encouraging more teachers to sponsor this badge.

Establish Memorial Award

The Virginia State Printers Association has established an annual award for fine printing as a memorial to one of its founders and past presidents, August Dietz, Jr. Open only to Virginia association members, competition for the August Andrew Dietz, Jr., Memorial Award will be held in three classes, according to the size of the shop producing the work. A bronze plaque will be awarded for the best printing in each class by a panel of judges chosen from outside the state.

PIA Presidents' Conference to Be In Boca Raton, Florida, Jan. 22-28

The next professional conference for presidents of printing companies has been scheduled by Printing Industry of America, Inc., for the week of Jan. 22, 1956, at the Boca Raton Hotel in Boca Raton, Fla. Attendance will be limited to 200. Registration fee will be about \$100 for the week. Wives are invited.

Five morning programs and five lunches have been scheduled. Afternoons will be left free for delegates. Each morning program will begin with an address by a successful business man, after which the delegates will break up into small groups for seminar discussions.

A CASE HISTORY of a STAR Repeat Order...



In November 1953, Earl L. Deal, Mechanical Superintendent of Norfolk Newspapers Inc., in Norfolk, Va., ordered two STAR Automatic Quadders. Six months later he ordered another. All three quadders operated so efficiently and satisfactorily that in April of this year, an additional order was placed for four STAR Selectro-Matic Quadders...the newest and most modern of all quadders.

The features and advantages of the STAR Quadders that inspired these repeat orders from the Norfolk Newspapers Inc., are increasing production in hundreds of other composing rooms...and can do the same for you. Why not investigate. Start today by writing for the new brochure which gives complete information.

HERE ARE ONLY A FEW OF THE OUTSTANDING FEATURES OF THE STAR SELECTRO-MATIC QUADDER

- * Memory circuit provides continuous operation.
- * Push button selector controls.
- * Simple, proven Hydraulic Actuation.
- * Short line device quads "widow" automatically.
- * Operates from Teletypesetter tape signals when required.
- * 8 hour installation.
- * Interchangeable between all 30 pica Linotype and Intertype machines. When either one is replaced by the other the STAR Quadder is transferred, saving the original investment.



Precision
TRADE MARK
Parts

BRANCH 1327 BROADWAY KANSAS CITY, MO.
AGENCIES CHICAGO MINNEAPOLIS
LOS ANGELES DENVER BOSTON
CANADA TEARS LTD. and Agents Overseas

LINOTYPE PARTS
Company, Inc.
SOUTH HACKENSACK, N. J.

LP 2849

Stickin' Around with KLEEN-STIK

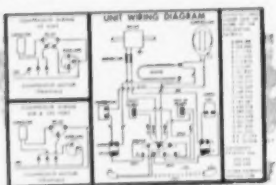
Quick, Henry—the KLEEN-STIK!
Don't let your customers tear their hair when they're faced with an "impossible" P. O. P. display or label problem! Save their scalps with KLEEN-STIK—the pressure-sensitive "miracle" adhesive that can do practically anything. No pain, no strain . . . just fast, easy, effective results! For instance, show them how these advertising geni solved their "stickers"!

PRICE \$14.95
CASE \$2.50 FLAT \$4.00



The Tax Got the Ax . . .

When excise taxes on cameras were reduced recently, ARGUS CAMERAS, Inc., of Ann Arbor, Mich., almost had to "take the ax" to over \$7,000 worth of P.O.P. displays! But Ad Manager JAMES STEEL "flushed" to the rescue with this easy-on price-change label on KLEEN-STIK. It was simple to peel-and-press over the old price—and the whole thing was accomplished on an investment of less than \$100! LAUREN WILD of APCO PRINTING, Ypsilanti, collaborated on the bold, neat printing job.



Kansas Tornado

Producing long-lasting, economical and legible wiring diagrams for a variety of "Vornado" Air Conditioners, Air Circulators and Heaters is a bit of a "twister". But the O. A. SUTTON CORP., of Wichita, licked it with KLEEN-STIK Kromekote labels. They're a "breeze" to apply, and stick tighter than tight on the metal chassis. Copy is sharply silk screened in black, with a coat of clear lacquer for added protection. WARREN BURDICK CO. gets credit for the idea, with production by WOODS-BEETON DECALS.

YOU, TOO, can be a "whirlwind" in the P. O. P. and labeling field, by recommending KLEEN-STIK to all your customers. Comes in a wide variety of workable stocks—write for your cyclone of selling ideas in the big free "Idea Kit" today!

KLEEN-STIK PRODUCTS, INC.

225 North Michigan Avenue • Chicago 1, Ill.
Pioneers in Pressure Sensitive to the Trade

NEW LITERATURE

Those interested in literature described are asked to write direct to the company listed in the item

European Type Face Showings

A new series of pamphlets has been produced to show a wide range of type faces produced by the Berthold and Amsterdam Continental type foundries. Designs sampled in the folders include Annonce, Grotesque, Mistral, Rondo, and Dynamic, as well as members of the Egmont, Standard, and Post Roman families. Each type face is shown in its complete range of sizes. Copies of the pamphlets may be obtained from the Amsterdam Continental Types & Graphic Equipment, Inc., 268 Fourth Ave., New York 10.

Offset Presswork Displayed

Features of the Star offset press line are highlighted in a six-page brochure issued by Miehle Printing Press & Mfg. Co., 2011 W. Hastings St., Chicago 8. Included are mechanical details about the six presses in the line, which can handle sheet sizes from 23x29 to 52x76. Examples are shown of two- and three-color line work, black-and-white halftone reproduction, and duotone work.

Automatic Register Control

Available from Champlain Co., Inc., 88 Llewellyn Ave., Bloomfield, N. J., is a new bulletin describing the Registron, a photoelectric device for accurate control of registration on web-fed and other high speed rotary presses. Consisting of a web scanner, a photo-electric phase detector and a control unit, the Registron was described in detail in THE INLAND PRINTER, May, 1955, page 84.

Story of Flexographic Inks

A handsome, 16-page booklet on flexographic printing inks has been produced by Bensing Bros. & Deeney, inkmaking firm.

Colorfully printed in process colors, the booklet describes the company's background and its facilities for research, quality control, manufacturing, and service. One page in the booklet is devoted to a directory of the 14 standard inks made by the company, showing which ink is best for specific printing jobs.

Copies of the booklet may be obtained by writing the company at 3301 Hunting Park Ave., Philadelphia 29.

Matrix Repair Tool Folder

The Star matrix repair tool—described in THE INLAND PRINTER last month, page 77—is the subject of a folder just issued by Linotype Parts Co., 2 S. Main St., South Hackensack, N. J. The folder, "Machinist Helper No. 68," shows a keyed line drawing of the tool and explains its use in the composing room.

if you

have a question about
GUMMED PAPER

do this

ask a
PERFECTION
Distributor's salesman

you'll get

the
RIGHT ANSWER
EVERY TIME

It's no accident that salesmen of **PERFECTION** Distributors are completely informed about Gummed Paper. We make it our business to give them all the facts—CONTINUALLY. You can trust their Gummed Paper judgment—ALWAYS.

NEW! The **PERFECTION C-PAC**—100 sheets of top quality Gummed Paper, mill-wrapped in waterproof paper . . . 2 chipboards. Ask a **PERFECTION** Distributor.



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Main Office:
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Sales Representatives:
Atlanta • Chicago • New York • Cleveland
Los Angeles • San Francisco • New England

Pacific Coast Warehouse:
Los Angeles • San Francisco

Plants: Philadelphia • Indianapolis

Electric Tachometer Booklet

Small electric tachometers for practically any production control or checking application are described in a 20-page bulletin, No. 540, available from the Electric Tachometer Corp., Philadelphia 3. Included in the bulletin are ten Model M-1200 magneto types with accessories for connecting to the drive source through direct coupling, pulleys, chain drives, or friction contact. Indicator scales can be calibrated in any useful units, such as revolutions per minute or impressions per hour.

Letterhead Design Ideas

Lester Beall, graphic arts designer, has prepared a portfolio of original letterheads to serve as an idea source for printers. The designs are included in the "Letterhead Design Manual," written by Mr. Beall and published by the Parsons Paper Co., Holyoke, Mass.

Ten letterheads are in the portfolio—one engraved, four lithographed in two colors, four produced by two-color letterpress, and one printed in a single color. Three different brands of cotton fiber paper are used in the samples.

In the introductory text, Mr. Beall emphasizes five qualifications of good letterhead design and suggests how color can be used most effectively.

Wheelwright Cover Sampler

Interesting suggestions for covers are in a new portfolio produced as a sampler of Wheelwright Highlight cover stock. Printed by offset, letterpress, and silk screen, the six demonstration inserts show white and four of the seven colors available in this grade. Pertinent production data, such as the type of printing process, type faces, and speed of run, are shown on the portfolio cover and on each insert.

A copy of the portfolio can be obtained by writing Mead Sales Co., 118 W. First St., Dayton 2.

Die-Cutting, Creasing Hints

Accurate Steel Rule Die Mfrs. has produced an informative pamphlet of make-ready procedures for die-cutting and creasing. Step-by-step instructions are given for setting up both cylinder and job presses for this type of work, as well as the proper makeready techniques for cutting and creasing. Copies of the pamphlet can be had by writing the company at 22 W. 21st St., New York 10.

Format Enamel Sampler

A folder showing color and black-and-white letterpress printing on improved Format Enamel has been issued by the Champion Paper and Fibre Co., Hamilton, Ohio. The text describes this stock as an economy grade with a bright blue-white shade, increased opacity, and flat printing surface.

Sample Offset Reproductions

S. D. Warren Co., 89 Broad St., Boston, has issued a 16-page album of pictures showing duotone offset reproductions on Silkote Offset, which has the

appearance of wove offset paper and is surfaced with a thick layer of coating pigments. The text points out that pulp fibers are impregnated with a bonding adhesive when the pigment layer is applied. Advantages claimed for Silkote Offset include a high measure of dimensional stability for easier color register, sharper and more contrasting reproductions, and fast ink setting and drying, permitting sheets to be backed up quickly.

Offset Press Specifications

ATF has announced the publication of two four-color booklets describing its Chief 20 and 22 offset presses. The book-

lets include specifications, operating features, and space requirements of the presses, and the advantages for various types of printing are described. Free copies of either booklet can be obtained by writing the Advertising Dept., American Type Founders, 200 Elmora Ave., Elizabeth, N. J.

Shop Equipment Catalog

Foster Mfg. Co., 210 N. Broad St., Philadelphia 2, has announced publication of a new catalog, No. 25. Many new items for the offset and letterpress plant are featured, including offset plate racks and magazine cleaning racks.

For the highest standard in PRECISION CUTTING 37" *Craftsman* CUTTERS

Fully Automatic or Hand Clamp

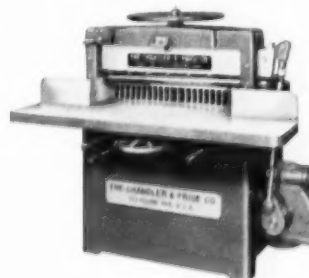
The C & P Craftsman 37" cutter is an achievement made possible by nearly three quarters of a century of experience in producing equipment for the graphic arts.

The C & P 37" *Fully Automatic* and the 37" *Hand Clamp* Power Cutters are identical except for the clamping operation. But the lower initial cost of the Hand Clamp does not subtract from the ultimate possibilities of this modern power cutter. *The 37" Hand Clamp can be converted into a completely automatic cutter at any time by the installation of our power clamping unit in place of the hand clamping device.*

Either of these cutters can be equipped at any time with the C & P Manual Spacer—a time-saver for long runs of repetitive cuts.



37" FULLY AUTOMATIC



37" HAND CLAMP

Before you buy any cutter, write for details of C & P 37" Cutters and C & P Manual Spacers.

THE CHANDLER AND PRICE COMPANY
6000 Carnegie Avenue • Cleveland 3, Ohio

Manufacturers of Dependable Paper Cutters Since 1894





SAVE PRESSROOM SPACE WITH G.E.'s ACA PRESS DRIVE

You can press-mount entire compact drive, get adjustable speed direct from a-c power

Valuable space is saved when your press—offset or letterpress—is equipped with a General Electric ACA press drive like the 20-hp drive shown here. The complete drive can be press-mounted because speed control is built into the ACA motor.

You get less paper spoilage with the ACA drive, because you set and hold the highest practical speed for any job run, regardless of load changes.

Controller heat is no problem, and you save on power, because speed-adjusting secondary resistors are eliminated. This enables offset printers, especially, to better maintain proper humidity and temperature for easier paper handling and better register, without increasing air conditioning costs.

Installation and maintenance costs are lower because control equipment has fewer component parts. Simplicity helps lower press down time. Fewer contactors and relays are needed, less maintenance required.

Specify a G-E ACA press drive next time you buy a commercial printing press. For more information, contact your nearest G-E Apparatus Sales representative or agent, or write for Bulletin GEA-5568 to General Electric Company, Section 653-40, Schenectady 5, N. Y.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



You can bet
I'll remember last summer!

My first summer with Ideal rollers

not a single melted roller • not a press
shut down • no reduction in press
speeds • every presswork schedule
met • most economical roller year in
our history—You can have a good
summer too, with



<i>Synthor</i>	—synthetic rubber for linseed and heat set inks
<i>Inkmaster</i>	—vulcanized oil for linseed inks in all except form position
<i>Flexocraft</i>	—synthetic rubber for flexographic inks
<i>Ace Rocket</i>	—synthetic rubber for job and small high speed presses
<i>Ideal Process</i>	—composition face on rubber base for top notch process color work

IDEAL ROLLER & MANUFACTURING CO.

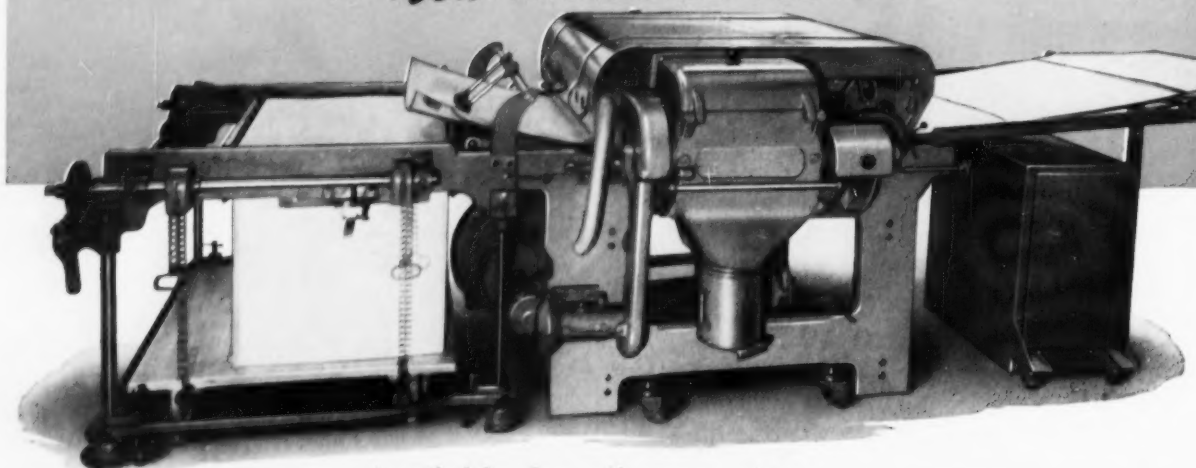
Long Island City 1, N. Y.

Chicago 8, Ill.

Huntington Park, Cal.

ANNOUNCING

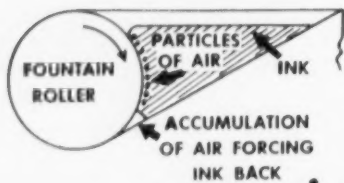
THE *New* MILWAUKEE BRONZER



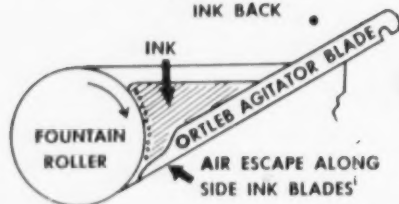
Available for all press sizes.

C. B. HENSCHEL MANUFACTURING CO.
229 W. Mineral Street • Milwaukee 4, Wisconsin
Telephone • Mitchell 5-6140

THE CAUSE OF INK NOT FEEDING . . .

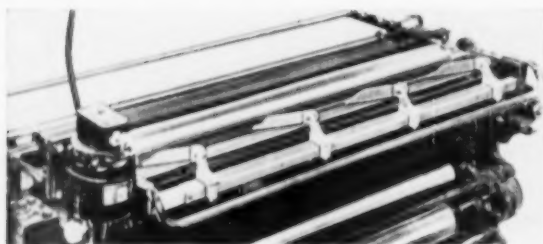


Fountain roller carries air into ink and it accumulates at feeding point, thereby causing ink to back up. When using thin ink, this air may be seen, as air bubbles will form on top of ink when press stops. On heavy bodied ink this air cannot penetrate and thereby causes ink to back up.



By the use of ORTLEB INK AGITATOR blades with a back and forward motion down close to ink roller, air is forced to escape along Agitator blades, allowing ink to feed perfectly, and therefore maintain uniformity of color.

**Priced from \$195-\$250—Co-operable models
as low as \$130**



NEW 4-BLADE INK AGITATOR

ORTLEB MACHINERY CO.

3818 LACLEDE AVE.

ST. LOUIS, MO.

TO HONOR AND COMFORT OUR FRIEND



Lex Claybourn

When a strong and rugged fellow suddenly becomes incapacitated, he is very likely to feel that his friends have deserted him—even though this is not true. None of us wants Lex to feel that way, and our main purpose in establishing a Claybourn Fund is to let him know that thousands of his friends all over the world are thinking of him, praying for him and assuring him through our concentrated thoughts that we're in his corner and plugging for him to win this fight.

The amount you may be able to donate to the Claybourn Fund is not of vital importance—we would like to build it as high as possible—but the principal idea behind this movement is to GIVE OF OURSELVES in transmitting to Lex OUR SINCERE LOVE to a GREAT GUY, who through the years has been a benefactor to the Graphic Arts Industry, and deserves to be honored as such.

Checks should be drawn to the Claybourn Fund—W. S. Reed, Chairman and sent to Bud Reed, c/o Dexter Folder Co., 330 W. 42nd St., New York 36, N. Y.

"Red—we can't risk a shipping delay! We promised delivery on this job by Monday morning!"



"Don't worry—it's going American. They have the largest cargo capacity of any airline in the business."



Your best assurance of rapid, reliable deliveries is American Airlines. In addition to the largest capacity, American also leads all other air cargo carriers in:

COVERAGE — with routes to more key retail markets and industrial areas, American provides the most direct one-carrier service.

SCHEDULES — with the most frequent scheduled departures, American keeps terminal time to a minimum and assures prompt forwarding.

EXPERIENCE — first with scheduled airfreight, American Airlines now has the largest, most experienced personnel force.

For complete information about the advantages of shipping American, wire collect to American Airlines, Inc., Cargo Sales Division, 100 Park Avenue, New York 17, New York.



AMERICAN AIRLINES AIRFREIGHT

...carries more airfreight
than any other airline in the world



KLEX PUMICE SOAP

CUTS INK

**Quick-as-a-wink!
GETS HANDS REALLY CLEAN!**

For a fast, thorough clean-up job, nothing beats KLEX PUMICE SOAP! This hard-milled, mildly abrasive soap cuts ink, grease, dirt—*fast!* Cleans grimy, stained hands completely, yet gently. Exceptionally long lasting. Lathers freely in any water—hard or soft, hot or cold!

Choose from 2 cake sizes:
5 oz. or 1 oz.



P.S.

Photoengravers tell us

AJAX Cleans Copper and Zinc Plates

FASTER.... BETTER.... CHEAPER!

Yes, photoengravers will vouch for it! AJAX—the "Foaming Cleanser"—is great for cleaning copper and zinc plates before enamel is applied. AJAX cuts grease *fast*, eliminates possible trouble later. Costs less than other cleaning agents—washes easily down the drain without clogging. Make a note to try it—soon!



COLGATE-PALMOLIVE COMPANY

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill. • Kansas City 5, Kans. • Berkeley 10, Calif.

Order the economical
125 or 200-lb. drum today!

THE COMPOSITOR

PAPER *is the base of his job*

The Compositor is the "typographical architect." He sets up the specified type faces... using his skill to produce printwork that is properly balanced and spaced.

NEW HUDSON GLOSS

This new Hudson Gloss is brighter, with an extremely high gloss. Ideal for recipe booklets, travel folders, house organs and broadsides... on both flatbed and rotary letterpress.

Specify this inexpensive, fine performing paper for clean, sharp 120-line full color or monotone halftones.


International Paper COMPANY
FINE PAPER AND BLEACHED BOARD DIVISION
220 East 42nd Street, New York 17, N. Y.

MAKE MONEY! SAVE MONEY!



★ Here are printers' helps...
available to you at no cost

1 Need letterhead inspirations? Neenah Paper's "Guide to Preferred Letterheads" shows what businessmen really want. You can recommend first-rate designs that will sell.

2 Better inking means better printing, more profits. Wm. Gegenheimer Co. has a folder that tells how the Baldwin fountain agitator can improve your shop's presswork.

3 "Partners in Advertising," a series of original paintings by members of the Famous Artists Course, is reproduced in a handsome book by Howard Paper Mills.

4 Storage cabinets for plates, artwork, and galleys make shop work easier. They're all in a special sale catalog, No. 25, you can get from Foster Manufacturing Co.

5 Press washup is as easy as A-B-C with Rogersol 1-2-3, a new roller and blanket wash. Harry H. Rogers Co. will send a leaflet that gives complete details and directions.

6 Rich cover stocks—leather embossed and plate finish—for dressing up any job are shown in two swatch books offered by Sorg Paper Co. for your sample file.

7 Show your customers how typing errors can be corrected with a pencil eraser on Eserase paper. A sample packet of four weights will be sent by Millers Falls Paper Co.

8 For color spots to dress up that "ordinary" job, you can make your own plates easily and quickly. A booklet, "Lower Costs," from Ti-Pi Co. tells how you can do it.

9 "View of Heidelberg" gives you not only a large color print suitable for framing but also, on its back, specifications and data on the Original Heidelberg cylinder press.

10 You'll want this chart hanging in a handy spot. It's "How to Select the Correct Printing Surface for Your Flat-Gummed Paper Jobs," offered by McLaurin-Jones Co.

11 Fine color work on Cellugloss Enamel and samples of jobs you can do on Cellufold Enamel are shown on two folders produced by St. Regis to show advantages of these stocks.

12 "More Type in Less Time" is the subject of a book offered by Teletypesetter Corp. The company also will send a slide rule that will tell how much TTS can save you.

13 Whether you're a novice or "old hand" in the offset pressroom, Interchemical Corp. has some useful hints in "How to Solve Common Pressroom Problems in Lithography."

14 Howard Bond's Letterhead Portfolio pools the talents of eight top letterhead designers, shows you their best ideas, gives you the artists' comments on their own designs.

15 "Workhorses of the composing room," Linotype's Model 31 and Model 32 are detailed in a booklet that also shows samples of the work you can do with these machines.

16 Just about every kind of composing room equipment—type and galley cabinets, imposing tables, work benches—is in a monster catalog, No. 27, from Hamilton Mfg. Co.

17 Kleen-Stik's "Idea Kit" is packed with examples of labels, two-way window signs, bumper strips, and price tags, all finished with self-sticking, moistureless adhesive.

18 A seven-color folder, printed one time through a two-color press with not a single roller cut, shows what Dayton Rubber's Dayco fountain dividers can do for you.

19 Get Fox River's "Eye Test Kit" to show your customers and prospects how much better their letterheads and envelopes will look when you print them on Fox River Bond.

20 "Oh" is the brief but arresting title of a brochure that will give you all the technical information and specifications on the new Original Heidelberg 10x15 press.

21 "The quadder with the memory system and push button controls"—that's the way Linotype Parts Co. describes its Star Selectro-Matic quadder in an eight-page booklet.

22 Morrison Co. has produced a series of leaflets showing its saw trimmers, slug strippers, and plate bevelers, all designed to save time and money in your composing room.

23 There's no mystery about Linotype's Hydraquadder—its operation is detailed in a booklet that also shows graphically how this device speeds linecasting work.

24 Brown-Bridge Mills has a gummed paper demonstrator showing fine examples of offset and letterpress work, and an "Idea Book" to give you hints for more business.

25 "A Barrel-Full of Money Making Ideas" is just what it says—an outsized booklet die-cut like a barrel, showing profitable die-cutting tips. Accurate Steel Rule Mfrs. offers it.

26 Avoid those washup headaches; Chalmers Chemical Co. says its Phenoid Type Cleaner is made especially to soften the toughest dried ink. A pamphlet tells all about it.

27 A revised edition of "How to Lithograph Coated Offset Paper," available from Kimberly-Clark, gives practical, down-to-earth information that will aid any offset pressman.

28 For your camera, printing frame, or photocomposing machine, NuArc Co. offers a choice of three new arc lamps. Bulletin 205A gives important details about all three.

FILL IT IN...
TEAR IT OUT...
MAIL IT TODAY

This offer expires January 1, 1956

THE INLAND PRINTER, 309 West Jackson Boulevard, Chicago 6, Illinois

Please send me, without cost or obligation, material described under the key numbers I have circled below:

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23
24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46
47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69

My Name _____ Title or position _____

Company _____

Street _____ City _____ State _____

Number of presses: Platen _____ Cylinder _____ Rotary _____ Offset _____

OUR COMPANY DOES ☐ Commercial Ptg. ☐ Newspaper publishing—☐ Daily ☐ Wkly. Circ. _____

☐ Lithography ☐ Gravure ☐ Our own composition ☐ Trade composition ☐ Photoengraving

29 "For Your Guidance," a handy booklet from Bauer Alphabets, has sample showings of many useful and sophisticated type faces, including Futura, Legend, Lilit, and many others.

30 Here's the economical way to flat-wrap, fold-wrap, or band-wrap magazines. A bulletin from Magnacraft Mfg. Co. shows how one machine does the whole job.

31 ATF's new Super Chief offset press, just announced, gets the full treatment in a six-page folder that gives you all the operating details and installation data you need.

32 Samples of more than 50 grades and colors of gummed paper, as well as general information are in the file folder sample book from Mid-States Gummed Paper Co.

33 Your paper data files aren't complete unless you have these two items: Oxford Paper's Cost Calculator and Paper Selector Chart, both check-full of useful information.

34 The latest issue of Northwest News, Vol. 20, No. 1, is a handsome showing of ten different samples of paper, in various weights and colors, produced by Northwest Paper Co.

35 "Cut stitching costs in half?" You can, says this leaflet from F. P. Rosback Co. It gives details on how the Rosback Auto-Stitcher may save money in your bindery.

36 All the background on the rotogravure process and on Halley gravure presses is outlined for you in understandable terms in a 20-page book from Halley Rotopress.

37 How the graphic arts industry—and you—can use Scotch tapes for hundreds of purposes in all departments is detailed in a booklet from Minnesota Mining & Mfg. Co.

38 Just off the press—a colorful, 12-page brochure that gives all the details and operating data about Miller Printing Machinery's M.A.N. Poly-Automat.

39 "Five questions you must ask yourself before you invest in a new automatic press feeder" are posed in a booklet from Turner Printing Machinery Co.

40 Rotary numbering heads can pose tricky problems, but not if you have a copy of "Operating and Maintenance Procedures," an informative booklet from Wm. A. Force & Co.

41 Some basic facts you ought to know about gummed paper are given straightforward treatment in "Why Gummed Paper Lies Flat," produced for you by Paper Manufacturers Co.

42 "Ions and Images" describes an unusual system of control measures employed by Harris-Seybold to protect you against variations in offset plates and chemicals.

43 If you handle specialty work, you'll be interested in a copy of "Precision Machinery for Processing Paper, Film, and Foil," prepared by Hudson-Sharp Machine Co.

44 "Choose the Chief 20," says ATF, if you're looking for a small offset press in the 14x20 size range. A new bulletin, produced on the press itself, gives all the details.

45 The day of the "tramp printer" may be gone, but if you still feel the urge to move on, ask for a copy of the job-hunting booklet produced by Graphic Arts Employment Service.

46 And here's a data sheet from Cline Electric Mfg. Co. that tells how unit, two-motor, and job press drives can give more accurate quality control in your pressroom.

47 For the litho operator, here's a quick reference catalog, from Litho Chemical & Supply Co., that shows supplies and outlines procedures you should use for quality work.

48 Paper quality control is important, and a new pamphlet from E. J. Cady & Co. lists instruments—from paper micrometers to basic weight scales—that you need for fine work.

49 "Keep Paper Knives Sharp!" That's both a warning and the title of a booklet from Simonds Saw & Steel Co. that will give you lots of helpful hints to boost cutter capacity.

50 Miller Printing Machinery's new line of offset presses, the Ultra-M.A.N., is described in two folders. One tells about the sheet-fed press, another about color units.

51 "Clean bronzing now is simplified in one operation," says a folder from C. B. Henschel Mfg. Co. It tells how you can add profits by bronzing on any press in your plant.

52 All the operating features of the Lawson V2 electronic spacer cutters are given in a six-page folder, which also includes specifications and a floor plan for your use.

53 "Kluge Press" is a byword in many plants and also the title of a booklet produced by Brandtjen & Kluge to describe the major features and operation of the press.

54 Can you pick the winner? It's the "Enamel Paper Quiz" of Consolidated Paper Co., an effective comparison of four-color work on nine different enamel paper stocks.

55 If your customers need indexing service, send for this "Special Indexes" folder by C. J. Aigner Co. It shows index styles you can offer through your own plant.

56 A 12-page, 3-color booklet illustrates the quality of printing you can do on the Miehle 17 Lithoprint and gives full details on all features of the press.

57 Got color reproduction problems? Natural Lighting Corp. has a catalog showing a variety of equipment especially designed for better color photography and platemaking.

58 Another printing of Kimberly-Clark's "Trouble Shooting for Printers" offers practical ideas for overcoming production snags that can bother everyone in the plant.

59 Most of your customers will welcome new ideas for sales blotters. A portfolio from the Wrenn Paper Co. provides samples that you can adapt and sell easily.

60 Produce business forms? It's easy and economical with the right equipment. Diddle-Glaser tells about its Speed-Klect collator in a new, four-page folder.

61 Offset pressmen will want copies of Dilts Machine's Bulletin 16-DM, giving features of the Dilts offset presses, and an operating data sheet for the Pacemaker Model 585.

62 The Hammermill "Kit of Cover Designs" was prepared to help you boost business by offering customers examples of what's best and most usable in practical cover designs.

63 More for the bindery man: a broadside from E. P. Lawson Co. The subject: Lawson's 46- and 52-inch hydraulic clamp automatic cutters. All operating features are given.

64 And for the plant operator, Harris-Seybold offers its "Directory of Equipment," an eight-page booklet reviewing the graphic arts equipment available from this company.

65 Both the letterpress superintendent and pressman should have a copy of "Operation and Maintenance," an informative instruction book published by Brandtjen & Kluge.

66 "Letterhead Ornaments from the Type Case" and "Letterheads with Stopping Power" should give you plenty of design ideas. Both were published by Hammermill Paper Co.

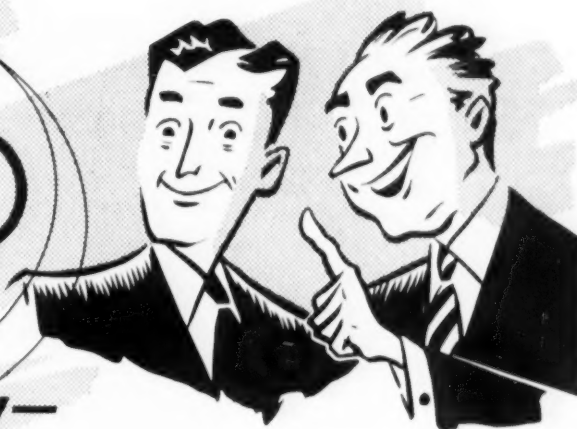
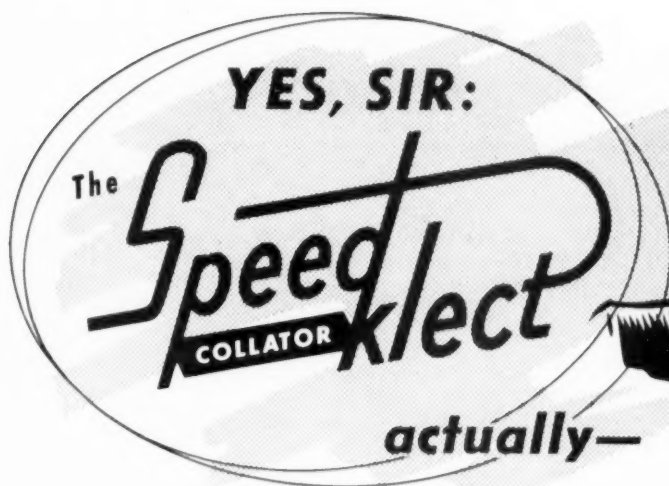
67 Paper feeding and delivery can be care-free if you have the right equipment. John McAdams & Sons shows its line of feeding and jogging equipment in Bulletin 52-1.

68 The money-saving features of the current model V-50 Vertical press are described in colorful literature from Miehle Co. All the technical information is included.

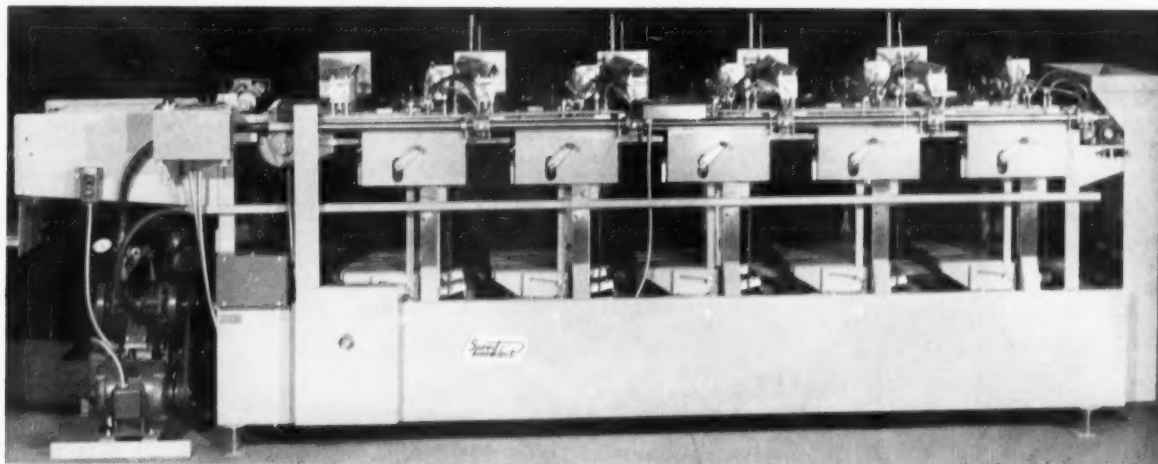
69 Banthin Engineering Co., in a new four-page folder, tells how you can boost pressroom production with the Banthin Automatic, a speedy, compact cylinder press.

AFFIX
STAMP
HERE

THE INLAND PRINTER
309 West Jackson Boulevard
Chicago 6, Illinois



gathers and glues one-time carbons



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Trumax Presses: 125, 250, 600 ton sizes. PHI Presses: 20, 30, 60 ton sizes. Metal Knife: 6", 9", 12", 24". Hydraulic Shaver.

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Also available for intermediate and distributors.

Leather rollers by Siebold are in use in plants all over the country—giving unqualified service and satisfaction—day in and day out. Specify Siebold's "Best by Test" Leather Rollers—and be sure of the results.

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DEALERS: Write for
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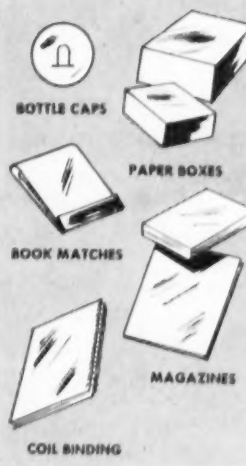
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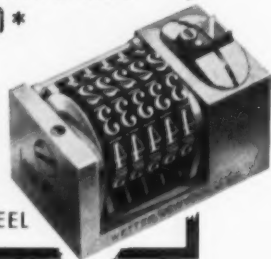


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One-piece solid steel frames

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COMPARE	Design	Features
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NONPAREIL MODEL—for large dia. cylinder, automatic and platen presses—Roman or Gothic figures—forward or backward motion—"No," slide plunger only 7 pts. high.

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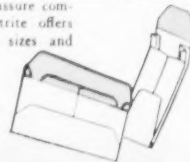
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If supplying a complete line of envelope styles has you puzzled, switch to Justrite and your situation will be 'transmogrified.' For over 35 years, Justrite has developed a complete line of standard and unusual envelopes to meet your customers' needs. For hard to find specials and up to date standards, call on either of the Justrite factories — famous for Quality, Variety and Service to you.

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For important papers that must be secure from intrusion, Justrite Tamperproof Envelopes are the solution. Extra heavy construction with safety fold bottom and deep flap gumming assure complete privacy. Only Justrite offers such a wide variety of sizes and capacities.



*trans-mog'ri-fi
to transform
or change

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DEALERS
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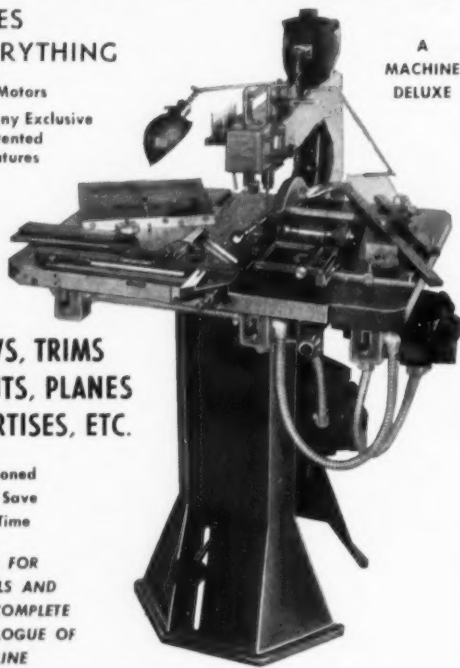
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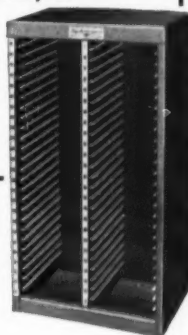
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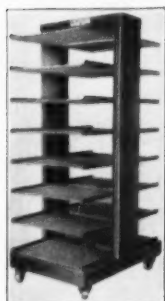


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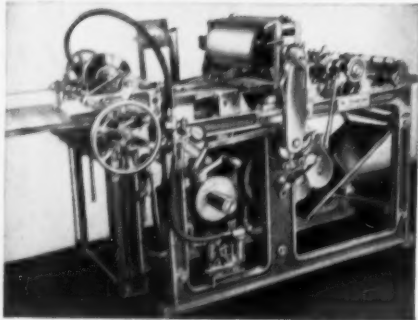
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This new imprinting and numbering bank check press is an exclusive invention conceived and built by McAdams. Sheets containing 2, 3, 4, 5 or 6 checks are imprinted requiring only one composition of type set up. Checks and stubs are numbered at same time.

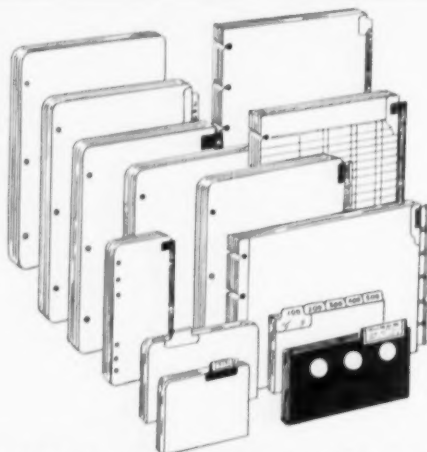
An electric press counter is governed by a pre-set dial which stops the press at end of each job. Minutes intervene between jobs which follow in rapid succession.

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Albert Broadmeyer, President
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ESTABLISHED 1842

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BA STAMP AND COLUMN PERFORATOR
CA PERFORATING ASSEMBLY
ONE AND TWO-WAY PERFORATING
DA PNEUMATIC PAPER FEEDER
EA AND MACHINES
FA AUTOMATIC DELIVERY
ONE-BUT AND COUNTER
GA ELECTRONIC NUMBERER
HA AUTOMATIC COLLATER
IA 12 INCH SINGLE BLANK
PERFORATING MACHINES
JA PULP-BLINDING MACHINES
KA SINGLE AND DOUBLE
KX TYPE-SETTING MACHINES
LA STRAIGHT AND DOUBLE
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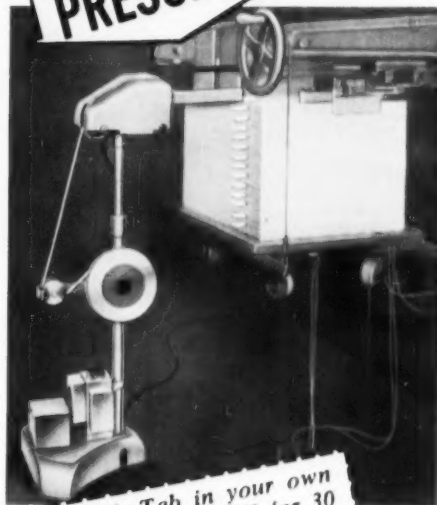
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COLUMN widths and glued-up
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...NO WONDER! because all
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STEEL RULE
CUTTING DIES

Die Cutting Jackets
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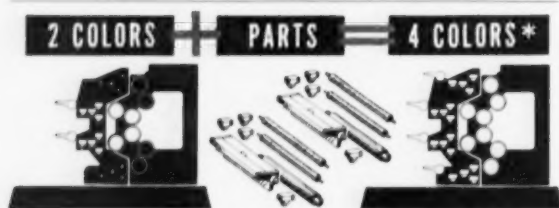
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In January of 1940 you
die for us that has turned
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been using this die on a
huge press and the
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have already received
over 500,000 impressions
on the die.

OVER
500,000
IMPRESSIONS

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both width and length, see Hess & Barker's Multi-Color Web Fed Letterpress. And, because the press frame is machined ready to accommodate up to four colors, you can start with a two color press, add two additional colors as you need them. All you need buy are the parts, the cost of which is surprisingly low. No more floor or ceiling space required. Like 75% of our customers who own and operate two or more Hess & Barker presses, you too will be pleased with the very low maintenance and production costs. Speeds 750 feet per minute or 10,000 sheets an hour.

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covers 173 ATF
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This 180-page book shows you
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T-4 27A

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Type faces shown are: Dom Diagonal,
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MAKE YOUR OWN RUBBER PLATES IN THE EVA-PRESS



- EASY TO OPERATE
- ECONOMICAL
- PRECISION MADE
- FAST

Available in 110 volt,
220 volt, or other
specifications

SPECIFICATIONS

- Platen 11" x 13".
- Inside chase 10" x 12".
- Over 50 tons uniform pressure.
- Electrically heated—thermostatically controlled.
- Requires 17" x 28" floor space.
- Stands 37" high.
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The EVA-PRESS makes it economical for every printer to make and print from rubber plates. Years of development and testing stand behind every EVA-PRESS. A quality press that makes both matrices and rubber plates. Only 4 minutes actual operator's time; 20 minutes vulcanizing while operator does other work. Makes rubber plates of any desired thickness for use in letterpress and offset presses.

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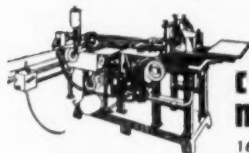
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The CHESHIRE Way*

● Automatically attach addressed labels at operating speeds up to 18,000 per hour. Faster, more accurate than any other method, hand or machine. Opens mail room bottle-necks, maintains schedules, reduces subscription complaints.

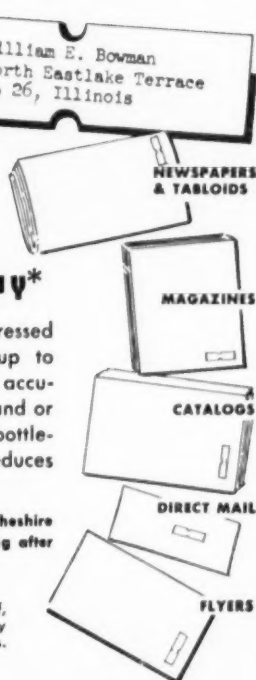
100,000,000 mailings per month on Cheshire machines. Earlier models still operating after 24 years' constant use.

* An addition to, not a replacement of, your present addressing system. Apply roll strip or continuous pack form labels.



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Insist on the Original



PUTZ POMADE

Eliminate Roller Stripping

Easy to use — will not harm rollers. Removes glaze. Improves printing of solids. Color work becomes vivid and brighter.

Order from your Jobber
Write for samples

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For good used equipment check



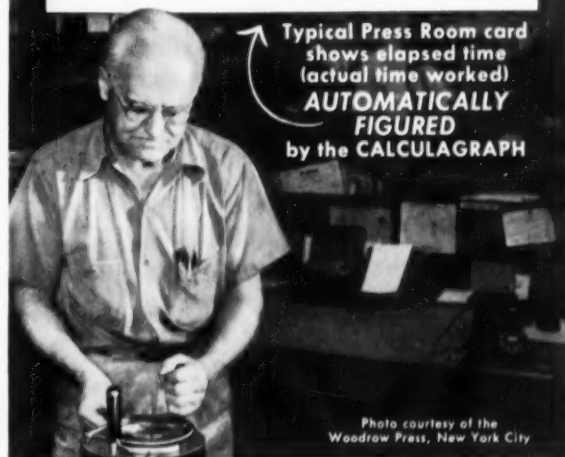
Miehle-Roland 29, 23 x 29", as is
Harris LTC, 17 x 22", as is
Harris LTC, 21 x 28", as is
Harris LTN, 23 x 36", as is
Harris LST, 35 x 45" two-color, as is
Harris LSG, 46 1/2 x 68 1/2" two-color, as is

Box No. 1, The Inland Printer

CALCULAGRAPH

-puts the finger on TIME COST!

		PRESS No. _____ Clock No. _____ Job No. _____ CUSTOMER _____ IMPRESSIONS _____
TIME EMPLOYED 100-REGISTERING 101-WASH-UP FOR CUSTOMER 102-MAKE-READY 103-RUNNING 104-HOLDING PRESS FOR CUSTOMER OK	COMMENCED NOV. 5, 19____ 105-HOLDING PRESS FOR COM- POSING ROOM CHANGES 106-IDLE 107-REMARKS: _____	



Typical Press Room card shows elapsed time (actual time worked) AUTOMATICALLY FIGURED by the CALCULAGRAPH

Photo courtesy of the Woodrow Press, New York City

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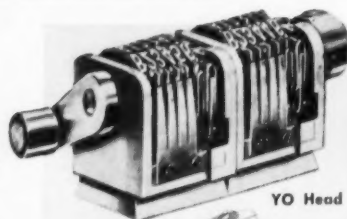
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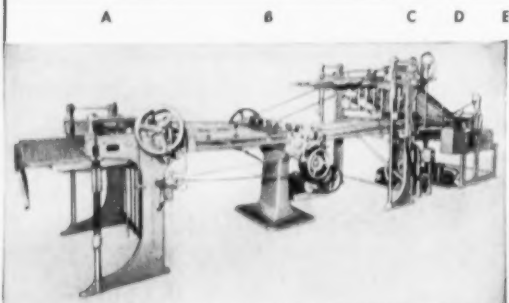


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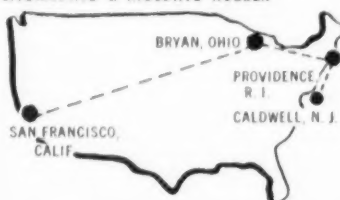
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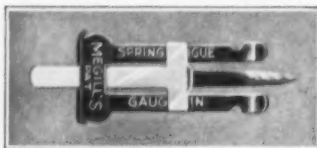
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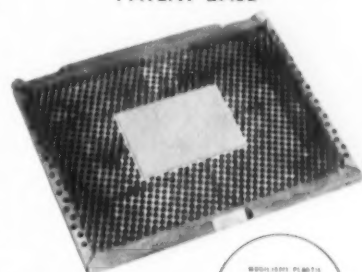
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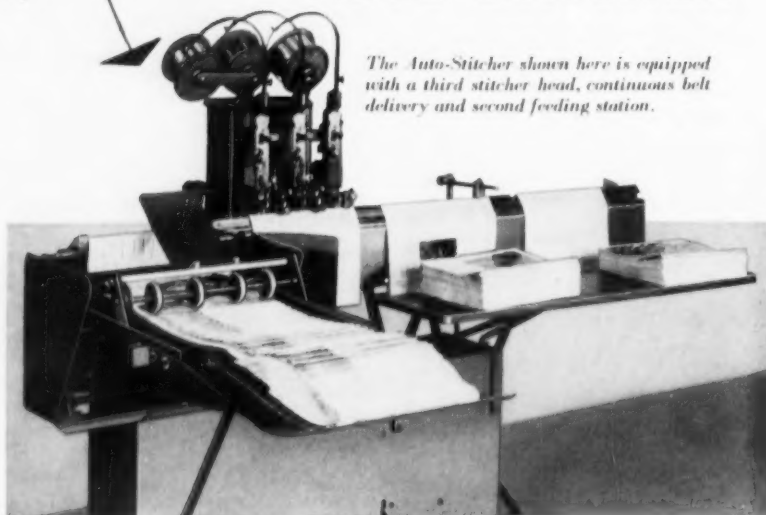
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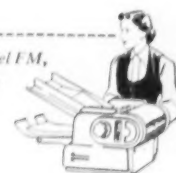
Electrically driven, with semi-automatic feed, it is as accurate as it is fast. (Automatic feed optional at slight extra cost.) Anybody can run an FH. Small and light, it can easily be moved anywhere. And it costs less than a standard typewriter!

For a demonstration telephone the nearest Pitney-Bowes office. Or send coupon for free booklet.



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fully automatic,
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THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

★ Take a look at America's "middle management" business executive and see how he compares with printing executives.

He's middle because he works somewhere between the policy-making and general foreman or supervisor levels. That means such positions as plant manager, district sales manager, chief cost accountant, office or labor relations manager, chief project engineer, divisional purchasing agent.

The American Management Association's fourth annual survey of middle management compensation covered some 3,200 men holding such posts. They serve companies whose annual sales range from below \$2 million to above \$500 million. Employee rolls run from less than 1,000 to more than 15,000. Companies surveyed are durable and nondurable goods manufacturers, commercial and service firms, banks and utilities.

The average middle management man's salary turned out to be \$11,200. Two-thirds of the figures reported came within the \$7,000 to \$14,900 range. Mr. Average is 45 years old. He's been on his present job for four years. Where he works geographically has little to do with his salary rate. It is much the same as other men get in similar positions in other parts of the country. But salaries vary, of course, in line with responsibility and departments. For example, average annual compensation for regional and district sales managers is \$12,000. For factory managers and factory superintendents, it's \$14,000.

Mr. Average does not get extra income from bonuses and from buying company stock. Only 36 per cent of the executives surveyed got bonuses last year. Fewer were eligible for stock purchase plans. But Mr. Average, as AMA puts it, probably has company pension, group life and hospitalization coverage. For the most part—no news to printing executives—he gets no extra pay for overtime work.

So—let that be a lesson to you! If you are not in Mr. Average's class, then get busy and find out why. You ought to aspire to greater heights, but if you don't, then you are probably married to the wrong woman!

★ Lex Claybourn is probably known to more people in the letterpress, publishing and relief platemaking industries than anybody we know of. He has spoken before hundreds of graphic arts organizations during the past 40 years.

Lex Claybourn has done more, in the opinion of many, to advance letterpress multicolor printing in the past 40 years than any other graphic artisan.

His biography is a long one, filled with the vicissitudes of success and the disappointments of failure, but he was ever interested in promoting fine letterpress printing.

Now at the age of 72, Lex is ill and without funds. He has had several paralytic strokes, the last of which left him completely helpless. He is confined to his home in Milwaukee.

Lex Claybourn deserves better than to be left to pass on to oblivion, forsaken by his friends and beneficiaries. One of the first to come to his aid was Louis Flader, grand old man of the American Photoengravers Association and its executive secretary for many years. Mr. Flader first brought Mr. Claybourn's condition, both physical and financial, to the attention of the graphic arts industry.

So, if you wish to contribute to the fund now being gathered for Mr. Claybourn's benefit, you may do so by turning to page 109 of this issue for the information.

★ The man who is so busy that he doesn't have time to read his trade papers is like the man who is so busy chopping wood that he doesn't have time to sharpen his axe.

★ Nearly everybody who has anything to do with fine printing, beautiful composition and top-notch design either has read or has heard of J. L. Frazier's book on "Modern Type Display." And J. L. Frazier—as if you didn't already know—was editor of *THE INLAND PRINTER* for 25 years and has been a member of its staff for more than 40 years. For most of that time, he has also conducted the Specimen Review department.

"Modern Type Display" originally appeared as a series of articles in *THE INLAND PRINTER*, and was first brought out in book form in 1920. A second edition, similar to the first, came out in 1924, and the third edition, with many changes, was issued in 1929.

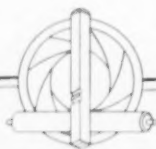
Now, the fourth edition will be published serially in *THE INLAND PRINTER*, beginning with this issue. Chapter One appears on pages 50 and 51. The new version will probably be brought out in book form after its appearance in *THE INLAND PRINTER*.

★ The Butcher Makes a Profit/ By Cutting Meat in Slices/ The Printer Has a Loss Each Time/ He Tries to Cut His Prices.—From a blotter sent out by Ahrendt, Incorporated, New York City thermographers and printers.

★ To own a typewriter or even a duplicating machine in Soviet-occupied Rumania, you'd have to have a special license from the police, our Black Sea spies tell us.

Citizens are liable for fines from 50 to 150 lei (our spies forgot to tell us how much the lei is worth) if such a machine is moved from the home of its possessor without previous consent from the police.

Duplicating machines as well as typewriters have to be registered with the police. Police keep a file of typewritten samples so typed and duplicated messages can be traced. Anti-Communist printed and duplicated matter is being broadcast and the Reds are upset about it.



Gutenberg's partner, Fust, was tried as a sorcerer because of the unbelievable uniformity of the firm's printed Bibles.

In the dawn of printing history, makeready was still done by guesswork. Often it took over a day to stretch the parchment "tympan" on the press.



Gutenberg and partners Fust and Schoeffer



Printer's mark used in Gutenberg's shop is present-day symbol of International Association of Printing House Craftsmen.

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Black Magic,
makeready was
a mystery, too**

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